

**Minutes: Columbia Gorge Arts & Culture Alliance
White Salmon Glassworks
Nov.-18, 2010**

Attending: Miki Caldwell (White Salmon Arts Council), David Cobb (David Cobb Photography), Marbe Cook (Columbia River Gorge Quilters Guild), Libby Amato & Rosie Hostetter (Trout Lake Arts Festival), Ellen & Robin Knoke & Lloyd DeKay (Washington State Arts Council), Joani Thomson (Columbia Arts), Carolyn Purcell (Columbia Gorge National Discovery Center), Dorothy Walter (The Golden Art Gallery), Sally Stillman (Gorge Heritage Museum), Pat Bozanich (Gorge Artists), Jennifer Tenbrink (The Dalles Art Center), Lee Weinstein (LWA PR, Maryhill Museum, Oregon Cultural Trust)

White Salmon Glassworks introduction: We got a great overview of the Glassworks and gallery, which are for sale. "Blow Your Own Christmas Ornament" is underway. Great experience for ages 8 and up. Only 4 weekends this year: Every Friday 4-9pm; Saturdays/Sundays 12-6 pm. Call for reservations: 509-493-8400. "I'm Dreaming of a White Salmon" Dec. 4. (See <http://whitesalmonarts.org/events.html>)

Reading of mission and values to begin. See Basecamp writeboard for newly edited version.

Announcements: Carolyn mentioned that a Rails NW day-long railroad excursion is being planned from PDX to Mapuin, going down trunk rail line along the Deschutes, which is rarely done. Great cultural event in May that will tie into the Columbia Gorge Discovery Center.

Website: Lloyd has drafted a website for CGACA. Everyone can populate it and our Facebook page with their event info. Design of site will be amended when we have our graphics developed for CGACA and CGAC Month. Thank you Lloyd!

ACTION NEEDED: See <http://columbiagorgeartsandculture.com/> and send Lloyd your feedback.

Co-Op Advertising: Joani and Kerry Kerry Cobb (the new Hood River Chamber ED; congrats!) suggested we consider several outlets for co-op advertising. We could advertise our May Columbia Gorge Arts & Culture Month (CGAC Month) here. Also organizations that want to participate and run their own ad as part of this could get a deal from these outlets:

- Gorge Magazine
- The Portland Tribune
- Portland Monthly and Seattle Metropolitan
- Portland TV
- NW Travel Magazine
- TravelHost
- Via magazine (AAA)
- Sunset
- OPB radio
- The Oregonian
- PADA (Portland Art Dealers Assn)
- Facebook advertising

Thanks to Joanie and Kerry!

ACTION NEEDED: Please respond to this message and let us know which of the above outlets you think should be our priorities.

ACTION NEEDED: Joani to follow up and get prices for us for next meeting.

ACTION NEEDED: We need to meet with Eagle Papers and Gorge Publishing about doing a special CGAC Month insert/publication. Perhaps we can make money jointly on it? Who can follow up?

PR: In addition to co-op advertising, we will want to do PR around the May CGAC Month. We'll develop specific pitches. Sally Stillman reached out to two other PR agencies about pro bono work. They declined.

ACTION NEEDED: Lee to draft long lead press release for magazines. He needs everyone to improve it and to add their events. Rachel, could you distribute via MyEmma?

Fundraising: No word on our grant requests yet. Lee asked that we form a sub-group to work on fundraising. Are there additional funding sources we can pursue?

- Portland cultural tourism grant? Might be Dec. 1 deadline!
- Ford Family?
- Electric companies/PUDs/MCMC?
- Pacific Power
- Schnitzer family
- Businesses for CGAC Month?

ACTION NEEDED: We need volunteers to form a sub-group to work on a fundraising plan. Please let Jessica Metta or Colleen Schafroth know if you are able to help (email jessica@mcedd.org)

May Arts & Culture Month: A sub-group met at Tracy Savage Mollenholt's and came up with a theme for our month-long CGACA campaign. Jennifer Tenbrink of The Dalles Art Center came up with the brilliant idea of "The Secret". See the attached concept paper. The theme was unanimously adopted by the Alliance. Tracy has volunteered a \$500 award for the CGAC Month campaign creative and CGACA logo (thank you Tracy). Portland adman David Savinar loved our concept and suggested some great ideas.

Comments on the creative concept from those at the meeting: "It's fun and playful". "Intriguing." "From a chamber/marketing perspective LOTS of things we can do, we've been talking about hidden gems of the gorge." "Keep the campaign focused on arts and culture... don't make it too general." "Below the 'what's my secret' always have our tagline... they will know it's about arts and culture." "It's very nicely suited... we're a loose alliance. this is something everyone can use... doesn't point to one type of organization." "Get more foot traffic through Washington -- what's the secret across the bridge?? We have a hard time getting people to cross the river."

Some great events/efforts being planned for May: Discovery Center may do outdoor sculpture exhibit alongside the freeway and will have wildflower interpretive talks. John Maher will be installing his "Running Fruit Ladders" at multiple locations throughout the Gorge starting in May (see <http://maherart.com/>)

ACTION NEEDED: Everyone read the attached document. Send Lee edits and tagline preferences.

ACTION NEEDED: Lee asked that anyone with an event in May build it around "What's My Secret?"

ACTION NEEDED: If you have an event in May you would like included in our CGAC Month long lead press release, email it and any images to lee@leeweinstein.biz by 9 December 2010.

ACTION NEEDED: Lloyd to follow up with Columbia Gorge Commission on their 25th anniversary efforts and report back at our next meeting.

ACTION NEEDED: We need to get a once-liner that all Chambers can use in their April/May advertising to include CGAC Month.

ACTION NEEDED: Tracy Mollenholt to develop action plan for CGAC Month.

ACTION NEEDED: We need volunteers to start making contacts with other groups not yet involved in the Alliance to encourage their participation. Also to hospitality and wine industry and more. Interested in volunteering?

ACTION NEEDED: Need an info/presentation kit. We can use the Concept Paper and long lead press release for content. Anyone want to develop?

CGACA Logo/Styleguide: We will issue an RFP in December for a graphic designer to develop a logo and styleguide for CGACA and a look/theme for the CGAC Month. Run a competition among our artists... we have a theme and they submit artwork... work is theirs until they purchase it from them... of the idea is big enough get a lot bigger

ACTION NEEDED: Lee will send our RFP draft for all to comment on

ACTION NEEDED: Send your graphic artist names to lee@leeweinstein.biz to receive the RFP

ACTION NEEDED: We all need to suggest taglines for CGACA (the alliance, not the month)

Meeting Date/Time: Thursday meeting time is difficult for Jessica Metta to join us. Agreed we will meet Third Fridays from 10-11:30 and will continue rotating locations to organizations across the Gorge. Dana to check with Carolyn to see if we can meet at the Columbia Gorge Discovery Center 12/17 for next meeting

Adjourned: 11:30 a.m.