

**Minutes: Columbia Gorge Arts and Culture Alliance  
12-17-2010 at the Columbia Gorge Discovery Center**

**Attending:** Jessica Metta (MCEDD), Arlene Larison (Goldendale Artist), Joan Crice (Goldendale Artist), Joanie Thomsen (Columbia Center for the Arts), Jennifer Tenbrink (The Dalles Art Center), Harriet Langfeldt (The Dalles Art Center), Carmen Toll (The Dalles Art Center), Miki Caldwell (White Salmon Arts Council), Connie Nice (The Hood River History Museum), Lee Weinstein (LWA PR, Maryhill Museum, Oregon Cultural Trust), Lloyd DeKay (White Salmon Arts Council), Sally M. Stillman (Gorge Heritage Museum), E. Michael Friend (Light Wave Communications), John Hardman (Light Wave Communications), Carolyn Purcell (Columbia Gorge Discovery Center), Pat Bozanich (Gorge Artists)

**Columbia Gorge Discovery Center Introduction:** There are two beautiful new exhibits currently at the Discovery Center: the Ice Age exhibit and the George Lawrence Company exhibit.

**Reading of Mission and Values**

**Objectives for This Coming Year:** Capacity grants, developing an umbrella brand/logo, developing the website and Facebook page, May celebration of arts and culture, coordinating events between members of the CGACA, and working with hospitality industry.

**Fundraising:** We received the PSP and ABC grants but at less funding than requested making it necessary to revise the budget. We have an additional \$500 from Tracy Mollenholt for the brand/logo. The budget for the brand/logo can be reduced to \$1,300 and the \$1,500 budgeted for the website and Facebook can be balanced by adding it as in-kind income.

- - There is a possible grant for card printing for May we should look into.
- - Other grant sources to investigate: Travel Oregon/Washington, OAC cultural tourism (call for applications came out this week), Ford Family Foundation, Wasco County Cultural Trust, Stevenson Family.
- - Overview of projects needing funding: building capacity for CGACA including part-time staffing from MCEDD, and Arts and Culture month
- - Overview of May: May is our launch campaign to get people out and to the Gorge to come experience arts and culture here. There is a draft of the long lead press release on basecamp with a copy on the website describing May in more detail.

**Competing for Grants:** the issue was raised as to conflicts of interest in applying for grants between the CGACA and its own members. How are we handling that? What is the protocol should a conflict arise? Joanie suggested we are not at the point yet where conflicts are an issue, but we will have to figure that out. The procedure for handling conflicts will evolve as the alliance continues to grow. It was also suggested that there will not be conflict in certain areas such as advertising. Because our goal is co-operative advertising it doesn't conflict with individual interests. In addition, synergy and collaboration helps us with competing grants; grant-giving organizations will probably see and support synergy and collaboration. An example of synergy is John Maher's Running Ladders project which had an article in the farming magazine Good Fruit bringing arts and culture and agriculture together.

**Video:** John Hardham and E. Michael Friend are making a Gorge-wide economic development video - they need an arts and culture segment. Participating is important because people don't tend to see arts and culture as part of the business community. The article "Rise of the Creative Class" was mentioned as illustrating the positive impact of non-profits on the economy. John and Michael have also made an offer to visit each CGACA member to gather "B roll". This footage could be used for in-kind 30 second spots of artists and arts and culture organizations. Suggested price was \$2,000.

**Gorge 25:** Gorge 25 wants to be a part of our May advertising and would reciprocate with us. A list of the top 100 companies in Washington/Oregon and the top companies in the Gorge was circulated. Issue was raised of the danger of circulating such a list because it would mean funding sources would be inundated with requests. It was noted in response that there are hundreds of companies listed and only a few of us. Overview of Gorge 25 celebration: celebration of the 25th anniversary of the Columbia Gorge National Scenic Area Act. Result of Friends of the Gorge halting development of Cape Horn overlook. Largest event to be held on August 13 and will include: an event at Cape Horn followed by the Skamania County Fair, a presentation of the video at Skamania Lodge, ending at the Columbia Gorge Interpretive Center. In late October, there will be a roundtable discussion at the Discovery Center. The roundtable will brainstorm what the Scenic Area will look like in 25 years. Organizations are attempting to come up with ideas that will integrate. The goal is to look at the Gorge as a whole. Angie Brewer is the contact at Gorge 25 - would this be a good time to coordinate exhibits?

**Decision-Making and Communication:** There was some confusion about the content of the RFP decided upon at the November meeting. Some people thought we had decided to go ahead with a contest for the logo/branding, others thought we had decided not to go with a contest. Some members who were unable to attend the November meeting expressed concern that they were not given a vote and there was a discussion on Basecamp as to whether or not members who are not present at meetings should be given a vote on issues discussed at those meetings. It was

reiterated that members still wish to operate based on consensus. How can we improve our process and communication?

- - consensus is good, but ideas shift during conversations. We need to be clear about what we've decided.
- - making more use of email: reaching consensus through email rather than at meetings allows time for critical thinking on issues.
- - just because people are not present at meetings does not mean they aren't interested in the issues. During meetings we should note what the consensus issues are and later send out an email for a vote - give everyone a week to respond.
- - during the November meeting, there was a lot of loose discussion that seemed to end in a consensus, but it seems that the RFP and Contest ideas got conflated without anyone realizing it.
- - the November meeting was confusing; imposing a time limit is a good idea.
- The conclusion is that we will continue to operate by consensus, send issues out by email for a vote, limit voting to one week, and try this method out for the next month.

In regards to meeting procedure:

- - we don't want to get bogged down in discussions, there should be some structure.
- - a summary at the end of each discussion with a meeting summary at the end would be helpful.

**Review of Budget Discussion:** There was some confusion about the budget discussion held earlier in the meeting. The numbers were gone over again and the budget explained. Jessica will put a revised budget on Basecamp.

**Website:** The website needs more participation. More people need to send events and information. If you are familiar with WordPress, Lloyd will give you access to the website so you can post. We should all add links from individual member sites to the CGACA site. Members' newsletters should all feature articles about May.

**Graphic Design Project:** It was decided last meeting to have a graphic designer develop a logo we can all use and design our campaign for May of "What's My Secret". We put out a request for submissions but only had one respondent. There are 4 or 5 other people some of us would like to have submit work. We will look at the submission we have, but also got to other designers. Rather than continue with the contest, we opted to put together a sub-committee to look at specific graphic designers. Time is of the essence - we need a brilliant logo and campaign. "It would be great to find someone in the Gorge." "If we can't find someone in the Gorge, we might as well pack it in." We have \$1,300 in the budget; options for approaching graphic designers would be to take bids, ask how much we can get for \$1,300, or let them come up with a concept and let us know how much it would cost. The latter seems to be the favored plan, if the cost is more than our budget we can fundraise to help with expenses. If you have a graphic designer we should consider, send the name to Pat. Jennifer, Lloyd, Pat, and Tracy will be the sub-committee and it was agreed that we will not put a limit on budget for the logo/brand.

**Press Release:** Lee has a copy of the press release on Basecamp. It needs to be ready to go out by the end of January. Please have edits done by January 3 with high resolution digital images if you have them. Please share the images on Basecamp.

**May:** After a great deal of confusion and discussion, it was clarified that "What's My Secret" will be the slogan for the buttons worn by individuals and the overall title will be "Discover the Secrets of Columbia Gorge Arts and Culture." As far as comments about press releases, RFP's, etc. we need to give Lee leeway when writing. We should only comment on content. "What's the Secret" or "Discover the Secret" as the hook.

#### **Other Business:**

- There is a work meeting on Sunday, Dec 19 at 10 am at Petite Provence to discuss the May campaign. Lee, Tracy, and Jennifer will be there.
- Carolyn will plug CGACA in the Wednesday morning radio spot at 8:30 on KHR.
- The next meeting is January 21 at 10 am possibly at Maryhill.
- We need someone to research other arts and culture organizations to make them aware of us and direct people to Facebook.