

Minutes Columbia Gorge Arts and Cultural Alliance

January 21, 2011 at Maryhill Museum

Lee Weinstein opened.

Introductions by everyone

Colleen Schafroth stated that they had gotten 9 out of the 10 million needed for the expansion of Maryhill museum and expected it to start this spring. She passed around a flier of their current and upcoming exhibits.

Lee Weinstein reminded everyone of the CGACA's Mission, vision and focus

He discussed going after capacity grants, and stated some had been received from the Oregon and Washington Arts commission. He discussed the need to develop an "umbrella" brand and logo and for "Big Bang" promotion that focuses on the discovery month in May. There was discussion of working with partners. Lee Weinstein stated that CGACA would remain an alliance and not file for 501c3 status. He also stated that assigning work-groups to accomplish these things was one of the goals of the meeting.

Lee Weinstein stated the steering committee had met last Friday and reminded everyone that the minutes for that meeting were on Basecamp. The meetings for the steering committee are the second Friday of each month 4pm at Clocktower Ales in The Dalles.

The Graphic Arts committee reported they had put together an RFQ and gotten responses from three different graphic artists. Interviews were done earlier this week and a candidate was chosen. There was discussion of the autonomy of work groups and the need for them to have authority to make decisions without requiring a consensus of the whole group in order to get things done in a timely fashion.

The graphic artist is Micky Chapman of Relative Design. Examples of her work were given. It was stated that she is very excited about the project as well as capable. There was discussion of the need for graphics to be simple and iconic. She will be getting something out by the end of the month for the CGACA logo and then begin working on the logo for the discovery month. She will have collateral by mid-march. In order to achieve these things identity design (letterheads, etc.) will be put on the back burner. There will be ongoing work in the future. Work will be assessed by "what grabs our attention" then she will go back and refine towards finished product.

Lee Weinstein gave updates in several areas

- The long-lead press release has gone out.
- He explained he had met with Lou and talked about an origami map that would have information about Discovery Month on it. Printing costs will be looked into.

Discovery Month Planning

Action plan sheet

- Budget set at \$10k that is currently in the bank an additional \$5-10k still needed.
- Advertising targets: short lead advertising still in the works. We need to figure out costs and work from there.
- Most members are already advertising and Discovery Month ads can be tied in from there
- The campaign has already been discussed with all the chambers.
- Research needs to be done into the costs of doing a video.
- Suggested promotional materials for the "What's My Secret" campaign: buttons, window clings, posters, bumper stickers, web badges and cut and paste articles.

Press Releases

- More press releases are needed.
- Western Antique Airplane and Automobile Museum in Hood River, May 21-22.
- Please post other events on whiteboard.

Sponsorship and fundraising

- We need to get going. We currently have the website, Facebook and twitter. E-newsletter to come out next week. Partner's needed.
- Need to decide "how do we brand the gorge", might wait until this summer.
- Need to decide what success looks like. For example: we reach different areas, the "secret" gets out, increased overnight stays in the Gorge. Need to target specific populations.
- What are our long term vs. short term goals?
- Between now and June 1st focus will be on the Discovery Month.
- April is Chamber's Open house at Maryhill Museum

Breakdown of groups

Sponsorship – Colleen Schafroth

- Search for a fundraising person to hire.
- Search for specifics and in-kind sponsorships
- Look into development abilities and grants.

Advertising

- Lisl Garnett
- Joan Crice
- Pat Bozanich
- Lloyd DeKay
- Joanni Thompson
- Casey Housen

Talk to Chris about possible billboard. Stay in touch with chambers.

Public Outreach

- Lisl Garnett
- Jennifer Tenbrink
- Dana Schmidling
- Avery Packard
- Lloyd DeKay
- Miki Caldwell

Communications

- Colleen Schafroth
- Jennifer Tenbrink
- Portia Masterson
- Michael Friend
- Jeanne Morgan
- Rachael Bucci

Special Outreach

- Dana Schmidling
- Jessica Metta
- Casey Housen

Reach out to wine association

Jennifer Tenbrink commented on the possibility of being part of the Portland Rose festival. It requires a 501c3 and is \$2k to be a part of. Dana Schmidling stated that there is a lot of exposure but too many people represented and not worth the expense. The Bank trade show was suggested; it is the first week of May and is only \$55 for a booth. Dana Schmidling volunteered to get the information.

Lodging: it was stated we should have a page dedicated to this on the website.

The possibility was suggested of breaking into things that are specific to local areas such as Hood River, White Salmon and The Dalles but more local people would be needed to make it happen.

Misc. items left on Agenda

Everyone was encouraged to register on the website. Those who register can put content on the website. Jennifer Tenbrink will get on facebook and assist. The possibility of putting up slideshows or video on the website was raised.

Lee Weinstein went over the budget for hiring a project coordinator. He reminded people about the e-newsletter. It is formatted for the public at large and the mailing lists include people such as elected officials, the art councils and the list of Stevenson chamber members. In response to Colleen Schafroth's question Lee Weinstein stated that there was an "unsubscribe" button at the bottom meeting the legal requirement.

Colleen Schafroth also suggested we add a "donate now" button to the website and set up a system for sending thank you letters. It was stated that Thank You letters will need to be designed along with the other business forms.