

## CGACA General Meeting 3-18-11

**Attending:** Lee Weinstein; Lloyd DeKay; Phyllis Thiemann; Marguerite Perry; Karen Schaff; Lisl Garnett; Deb Lorang; Sharon Tiffany; Louise Vista; Joan Crice; Dorothy Walter; Roxie Pennington; Jim McMillan; Lou Marzeles; Leslie Geatches; Jessica Metta;

**Host** Lynn Thomas, Columbia Gorge Interpretive Center: History on the Gorge series monthly; most exhibits are permanent, do weddings, local artist exhibits; SPAF concerts

**Art Connects** - Lou: purpose is life imitates art, such an inherent quality to human life – want to be at the service of this alliance – and be the source of arts & culture news in the Gorge – 20,000 copies – you can request copies; [www.eventsgorge.com](http://www.eventsgorge.com) and [www.artconnects.com](http://www.artconnects.com); Yakima; Gresham-Troutdale 300 drop sites; print every 2 months; - send pictures and events! Deadline March 29

### **Committee reports:**

**Communications** – press release to travel writers and media

- Oregonian picking up the story, Terry Reed and Seattle Magazine,
- Travel Oregon will include our info as well
- sent to Chambers for newsletters
- any members who have newsletters and websites please feel free to include our assets, use images in Press room
- Rachel Bucci wrote story ideas, out next week – needs logo etc.;
- new newsletter next week 1200 people so far, anyone can join to receive

### **Logo/Campaign**

- ad layouts from Micki – fold up map – rack card – buttons – web images
- have collateral in the next 2 weeks (need to raise the funds!)
- ask hospitality and event locations to wear buttons and engage folks

**Advertising** – let Rebecca know about cooperative advertising contributions

- Rebecca will post the Ad Summary describing the opportunities
- Micki has designed ad sizes we can substitute in contributing organizations to feature

**Fundraising** – we need to find partners to support more advertising and collateral

- Lee is drafting the 1-sheet & handouts to bring to prospective sponsors
- We are building great momentum & interest
- Have a list of 20 prospects

### **Special Outreach**

- proclamations by Kitzhaber & cities, counties, Chambers – press opportunity
- developing relationships with other associations
- Need bill board contact – someone to make the ask? Lee will

### **May 2011 Event**

- Facebook page contest – upload a video, picture, blurb and offer some prizes & make a viral effort
- Action Plan in good shape
  - By April 15th – everyone has this in their newsletter, website, etc. – tell everyone!
  - Email Rebecca if you want posters, buttons, we will develop a mini plan to hit all the towns up and down the Gorge so that we get the word out

### **New Business**

#### **Gorge25**

- Oregon Governor's Conference on Tourism – April 10-12, share CRGVA booth space
- August 13 Skamania County Fair, parade, limited attendance reception at Skamania

- October at Discovery Center – 3 day fair – may become an annual celebration of the scenic area
- October is Fall Foliage – Sternwheeler days bike race/ride; all events on gorge25.org
- CRGVA will continue efforts after this celebration in their foundation work

### **Announcements**

- Discovery Center is sad to report that Arthur Higgins passed away Saturday, cancelled the exhibit; needs new exhibit with theme of Discovery Center
- June 17th - long-term planning meeting: what do we want to be when we grow up; how can we help promote art & culture in the Gorge in schools and more 1-5 pm plus party – maybe Sunshine Mill and Discovery Center?
- SPAF – Lynn Thomas spring summer and fall
- Goldendale Bluegrass & Wine June 24-25
- Festival of Nations September 10-11 Cascade Locks Marine Park
- Art and Wine Fusion July 16th White Salmon
- Maryhill Museum new season – hardhat tours of the construction site for new wing
- Process & Presence exhibit from the Contemporary Craft Museum in Portland
- Confluence project – interpretive pavilion & plaza at Celilo deadline March 30
- Peter Herring – new Cascade Locks Art Gallery concept pherringster@gmail.com
  - Port is unveiling Sacagawea April 13th – Deb will hand out collateral
  - present another event in May
  - Lorang and Soderberg, need bigger foothold and economic development
  - Steve Thorin’s old hardware store; downstairs art gallery- upstairs eatery etc.
  - Consortium of art & culture people?