

## CGACA Steering Committee Minutes

We had a great meeting of the CGACA steering committee Friday, 14 January 2011.

**Attendees:** Joani, Leith, Lloyd, Pat, Dana, Jessica, Jennifer, Leslie, Lou, Tracy, Colleen and Lee

**Newspaper meetings:** Lee reported he had great meetings with The Dalles Chronicle, Hood River News and Goldendale Sentinel. All expressed interest in helping with Discovery Month. He also said he reported at the Oregon Cultural Trust meeting last week on CGACA's progress and received great supportive feedback. Chris D'Arcy, executive director of the Oregon Arts Commission and Cultural Trust, has been talking us up around the state as an example.

**Budget:** Jessica presented budget and recommended we not pursue further grants before Discovery Month. We have \$10,100 in income, and the same amount in forecasted expenses. We will need to raise additional funds to get some of our work done.

We agreed that hiring a project coordinator at \$25/hour was imperative. Jessica said MCEDD will post the part-time position ASAP. Jennifer Tenbrink said she is interested.

Lou Marzeles and Leslie Geatches, the co-publishers of the Goldendale Sentinel, attended. Lou generously volunteered to help us on a number of fronts, including working with Joe Petshow and Marilyn Roth (HR News and TD Chronicle, respectively) on an May Discover Month insert. Lou is starting a new bi-monthly magazine called ArtConnects in March. He offered it to be a bullhorn (not his words) for CGACA. He also offered to produce an origami type map/guide to help train frontline people in the Gorge for Discovery Month. Lou and team are also looking into printing costs for us (posters, clings, bookmarks, bumper stickers). There may be other things Lou volunteered to help on and Lee is double checking.

**Discovery Month Focus:** We had a good discussion about focus for Discovery Month. We need to do a few things well this first year and shine a light on some of the secrets. We've already got a great long lead press release out. The Running Fruit Ladders image is really capturing everyone's imagination. Here's what we decided in terms of our focus:

- (1) Produce and insert/guide working with local newspapers. Widely distribute in the Gorge and Portland. Quantity: 20,000?
- (2) Run ads in short lead (newspapers/online/radio) outlets in Portland/Vancouver, Yakima, Bend and Seattle. We decided that long lead advertising in magazines is too expensive but we encourage institutions that are advertising to
- (3) Produce key collateral:
  - "What's My Secret" buttons
  - Window clings for stores/restaurants, posters, bumper stickers, cut and paste articles/web badges etc.
- (4) Public Relations (press releases, advisories, calls to media to invite stories)

**CGACA Identity & Campaign Look:** Pat, Lloyd and Jennifer reported good progress on finding a graphic designer. Full report and recommendation at Friday's full meeting.

Things we need to think about: Lou asked how CGACA wanted to define arts and culture in the Gorge. Is it the sophisticated art/shopping experience like Sedona, Arizona offers or is it something else? It's a great question and a "Parking Lot Issue" we need to discuss, as well as the question as to whether we are a membership organization that asks for a fee (a la Chambers) or we do our own fundraising and thus compete for scarce dollars with some of our members to produce an event like Discovery Month.

**The steering committee agreed to meet monthly on the second Fridays at 4 p.m. at Cloth Tower Ales in The Dalles through Discovery Month. Anyone may attend.**

Lee suggested that at the next full CGACA meeting we break the group into committees to work on specific tasks/jobs. Lloyd/Pat/Jennifer have come up with some suggestions. Lee will bring a list and the updated action plan.

Thanks all!