

CGACA Steering Committee Meeting Notes

4:00 pm, Friday, Feb. 11 at Clock Tower Ales in The Dalles

- 1) **Introductions** – only 5 attending: Amanda, Jennifer, Dana, Carolyn, Lloyd - Quite concerning!
- 2) **Administrative person hiring progress**
 1. Amanda reported there were two responses but only one appeared qualified. MCEDD will fully evaluate and if qualifications hold up they anticipate a contract before next week's general meeting. They feel the limited term contract and the compensation were major factors in the lack of response.
 2. Gorge25 is looking for a similar contractor but can't be directly included in this offering without it becoming a MCEDD employee position. They can, and will advise of the availability of the additional position, but can't legally handle the contract.
- 3) **May Work Teams Progress**
 1. **Logo**
 - a. Jennifer reported we've received several logo concepts from Micki Chapman. We've provided feedback and expect final design choices by Feb. 14. Trying to steer away from complex designs.
 - b. Dana cautioned against too many colors, should look good in B&W, need defined style guide.
 2. **Advertising** - Costs and options
 - a. Dana got feedback from The Dalles Chronicle that slick inserts would be expensive. They advise newsprint-quality, tabloid style inserts. They regret they couldn't market this with other promos they just finished; we might be required to cover the costs. They'll get back to Dana with costs for 10,000 and 20,000 runs.
 - b. Lee - maybe modest ads, 1 in Oregonian A&E, selective online advertising in target markets.
 - c. Lee - OPB radio would be great, but probably too expensive. Never hurts to ask. Comments: OPB would require sponsoring donation without much control on presentation. Might be more effective use of money to hit commercial radio and alternative press (print and online).
 3. **Sponsorship** – no one in attendance to report
 4. **Fundraising** – no one in attendance to report
 5. **Public Outreach**
 - a. Jennifer and Carolyn presentation to The Dalles Rotary was well received. We should present to all civic organizations if possible. Chambers book speakers a year in advance but may have time for announcements at meetings end. We should develop a clear, concise, complete and accurate presentation script.
 - b. Dana wants examples of materials available when she talks to people.
 - c. Popular materials - buttons, weekly updated rack sheets, posters, "Secrets" binder, origami maps
 - d. Need weekly short, cut & paste interest articles with images for various e-newsletters
 6. **Communications**
 - a. Jennifer has a start on our next e-news; needs contributions and suggestions.
 7. **Research?** – Lee wants to research other alliances to learn about strategies, funding, pitfalls
 - a. Advice from Amir Ali Alibhai, Vancouver Alliance for Arts and Culture
 1. It is really important for the cultural community to speak in a united voice.
 2. In order to have a lasting presence you have to put your membership first.
 3. Communicate regularly and attempt to become a network of networks.
 4. It is key that your board be broad and involved in the organization as appropriate.
 5. Social media is a powerful way to do advertising; it spreads the message quickly and widely, and allows different members to take their own lead.
 6. Seek ways to take advantage of the opportunities offered by new tech.
 7. Have allies in business and other sectors, including local government.
- 4) **Longer term thinking**; how will we establish our long-term continuity and relevance?
 - a. **Structure** – Will we need some organizational structure to survive? Maybe not as an organization with membership, but something more than our current loosely-defined "interests".

- b. **What are Arts, Culture, Heritage?** - Artists art, studios, galleries, thespians, theatre; native/non-native/agri- culture, native/settler/recent history, museums, ...? They may encompass much more (wine, food, etc.) but we need to follow public perceptions and concentrate on developing collaborative alliances with other associations and interests.
 - c. **After May** – Direction, Continuity, Organization, Funding, Events?
 - 1. Carolyn talked about Gorge25 excitement for collaborating on a Discovery Center event, expanding to a full weekend October 8-9 with juried artists, antique car show/drive on Historic Highway, shuttling bikes to Rowena Crest, wineries & breweries, River Peoples cultural presentations, etc. Could be CGACA Fall anchor event.
 - 2. Not enough people there to take this further, but this issue is something we need to begin considering as a group.
- 5) **Steering Committee** - appropriate size & make-up - Not enough attendees to discuss, but that's an indication this issue is something we need to address.
- 1. **Focus** - Should the Steering Committee be both project-focused and long-term focused?
 - 2. **Roles** - What are the roles of the Steering Committee?
 - 3. **Makeup** - Do we have the roles covered?