



Culture, Arts and Heritage Commission Meeting Agenda

March 12, 2026
4:30 PM

City Hall

Aspen Room, 1st Floor
415 W. 6th St
Vancouver, WA 98660

Virtual Meeting Credentials:

Microsoft Teams Meeting

Meeting ID: 222 196 556 019 86
Passcode: 9Wb9G6vf

1. **Call to Order and Roll Call**
2. **Approval of Minutes**
 - a. Approval of the February 12 CAHC meeting minutes
3. **Action Items**
 - a. Election of Vice President position
4. **Workshop**
 - a. Cultural Asset Mapping Project Update
 - b. Inspire Vancouver Update
 - c. America250 Update
 - d. Arts Hub Update

Culture, Arts and Heritage Commission

MEMBERS

Ruby Lewis, *President*
Michelle Tan, *Vice President*

Rebekah Percival
Ricky Gaspar
Rosalinda Mendoza
Brad Richardson
Shon-Lueiss Harris
Russell Ford, CACC
Vacant

Parks, Recreation and Cultural Services

415 W. 6th Street
Vancouver, WA 98660
TTY: 711
www.cityofvancouver.us

e. VAMF Update

5. Community Forum

To provide public testimony, please see instructions below.

6. Commission and Staff Reports

a. Cultural Services Manager

b. Commission President

c. Clark County Art Commission

7. Open Discussion & New Business

8. Next Meeting

9. Between Now & Then

Adjournment

Community Forum Instructions

Time is reserved at each Commission meeting for Community Communications. During this time, the public may speak on any issue. Each speaker will have three minutes to address the Commission. Community members who wish to submit detailed testimony that may exceed three minutes of speaking time are encouraged to email their comments so they can be included with the meeting materials.

Community Communications participants are encouraged to pre-register by email at parksrecculture@cityofvancouver.us or by phone at 360-487-8311, but may comment during this period without pre-registration; options for Community Communications are:

1. In Writing: Public comments can be submitted in writing via email to parksrecculture@cityofvancouver.us by 5:00 pm the day before the meeting.
2. Remotely: attend the Microsoft Teams meeting online; be prepared to speak online during the Commission meeting at the time of Community Communications.
3. In Person: Fill out a Public Comment form in person prior to the start of the Community Communications portion of the meeting.

City Hall is served by C-TRAN. Route information and schedules are available online at www.c-tran.com. You also may reach C-TRAN at (360) 695-0123 for more information on times, fares, and routes.

Anyone needing language interpretation services or accommodations with a disability at a Vancouver City Council meeting may contact the City Manager's staff at (360) 487-8600 (RELAY: 711). Assistive listening devices and live Closed Captioning are available for the deaf, hard of hearing and general public use. Please notify a staff person if you wish to use one of the devices. Every attempt at reasonable accommodation will be made. To request this agenda in another format, please also contact the phone numbers listed above.

Meeting Minutes

Thursday, February 12, 2026

12 p.m.

Vancouver City Hall

Aspen Room

415 W. 6th Street

Vancouver, WA

Commissioners Present:

Richardson, Tan, Lewis, Ford, Mendoza, Gaspar, Harris, Percival

Commissioners Absent:

None

Item 1: Call to Order

President Lewis called the February 12, 2026, meeting of the Culture, Arts & Heritage Commission to order at 12:03 p.m. The Commission met in Aspen Room at Vancouver City Hall and via Microsoft Teams.

An open discussion was held regarding usage of AI recording tools for the purposes of notetaking.

Item 2: Approval of Minutes

Motion by Percival, seconded by Richardson, and approved unanimously to adopt the minutes from January 8, 2025.

Item 3: Workshop

a. Cultural Stakeholder Asset Mapping Update

William Cooley, Community Engagement Manager in the Engagement and Access Department, shared an overview of project goals and next steps. The project purpose is to identify and map community organizations, groups, individuals, resources, and assets related to art, culture, science and education to better share information and increase opportunities in service of Inspire Vancouver and upcoming work at the Arts Hub.

Members

Ruby Lewis
President

Michelle Tan
Vice President

Brad Richardson
Rebekah Percival
Ricky Gaspar
Rosalinda Mendoza
Russell Ford, CCAC
Shon-Lueiss Harris

**Parks, Recreation and
Cultural Services
Department**

P.O. Box 1995
Vancouver, WA 98668
360-487-8311
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Project goals are to gather data on local stakeholders and community assets, such as organizations, spaces, festivals, events, and community resources.

Key deliverables include:

- Stakeholder and asset spreadsheet that can be searched, sorted, and tagged
- Interactive map allowing visualization and identification of groups and assets by location
- Comprehensive mailing list to support ongoing communication, outreach, and engagement

Cooley shared a brief overview of the project timeline, gathering asset data starting in February, refining data with community partners in the spring, and developing a mailing list to promote Inspire Vancouver grants in the spring. In May the team will develop the stakeholder asset map and launch the grant program in June.

Next Steps include developing a form that staff and partners can use to capture data, meeting with key partners to refine and add information, and sharing updates with the CAH Commission later in the spring.

The floor was open for questions and discussion among commissioners. Lewis asked for clarification regarding who is receiving the captured stakeholder data, and if CAHC will have access to that form. Cooley confirmed that commissioners will be able to access the draft list, while being mindful of not duplicating outreach efforts. Tan acknowledged that the list will be evolving constantly and asked if there will be a follow up period to keep organization information updated. Cooley confirmed that there are tools to monitor and reach out to groups to request updated contact information.

Richardson and Cooley discussed the process for adding additional audiences. Harris acknowledged that community organizations can approach these projects with skepticism and asked our plan for engagement to introduce the project. Cooley outlined how the conversation will be framed as an invitation to share and shape our engagement. Richardson requested an email template to help share permitted networking information based on requests from the community to connect.

Harris expressed enthusiasm for the potential of this interactive map to learn about and champion what is out there. Tan added that this data collection is a great way to monitor the growth of our arts and culture communities, track our development, as well as identify gaps that can be supported by grants.

Richardson acknowledged that information shared with government is disclosed as a public record. Cooley shared that there are ways to capture the data without disclosing personal information. An open discussion was held regarding considerations for public disclosure. Percival asked about non-digital ways of accessing information, and Cooley shared that we could have paper copies available and phone call accommodations.

b. Inspire Vancouver Brand Presentation

Melody Burton gave an overview of the Inspire Vancouver Cultural Access Program branding progress.

The brand work group includes community members, commissioners, and city staff. Brand work group goals include compelling visual identity, captivating brand voice, an accessible website, and communication platforms.

Brand Voice is Inspire Vancouver's personality and perspective; it stays consistent across all communications. Brand Tone is how that voice adapts to different situations while still feeling consistent. Considerations for finding our brand voice:

- Brand personification – imagine Inspire Vancouver at a dinner party

- This, but not that – Setting our boundaries
- Tone of Voice Dimensions –
 - Formal to casual
 - Serious to funny
 - Respectful to irrelevant
 - Matter of fact to enthusiastic

Inspire Vancouver Brand Personality

- Mentor next door: Knowledgeable, collaborative
- Engaging connector: Expressive, pushes ideas forward
- Creative spark: Out of the box, new perspectives
- Rooted guide: Connected to people and places
- Thoughtful listener: Curious, open minded
- Welcoming neighbor: Approachable, invites people in

Tone of voice: We will use plain language and speak like real people, can be light but respect the work and the people doing it, we will be friendly and expressive, and more enthusiastic than matter of fact.

We Do: Use inclusive, inviting language; share information clearly and confidently; celebrate creativity, curiosity and impact; ask thoughtful questions; acknowledge effort and experience; use plain language at a 6-8th grade reading level.

We Avoid: Jargon or overly academic language; over-promising or hype without substance; talking at people instead of with them; sounding exclusive, gatekeeping or overly institutional.

Finding Our Visual Identity: A combination of graphic elements that represent and identify Inspire Vancouver, including a primary logo, secondary logo, brand mark, social media logos, color palette, typography, brand guidelines, and appendix to City guidelines.

Communication tools include the Inspire Vancouver website, social media, and collateral.

Burton shared a timeline of the visual brand identity process, starting in November 2025, and leading up to final visual identity selection in February 2026. Burton gave a review of the 3 current logo concepts. An open discussion was held, and commissioners shared their feedback for each visual concept.

c. Arts Hub Update

Perlick shared that we had an incredible First Friday event this month to activate the building. We have selected a consultant to move forward with next steps of our reuse study. The contract will involve another stage of engagement with our community to gather feedback on envisioning building uses, refining the operating model, and building design. Funding for complete renovation will likely happen in phases, and we will continue to activate the space in the interim through strategic partnerships and investments in the building.

As we approach the upcoming city budget phase, Perlick reinforced that the CAHC guides this project and there will be more information on the timeline coming soon. Donovan shared that the current exhibition will be up at the Arts Hub will be up through the end of March, and there will be a series of workshops open to the public that will be available on the ArtsCentered website.

d. America 250 Update

Donovan shared that there continues to be more resources and opportunities within the state to partner with America250. At the City we are incorporating the branding into our events. We will recognize America250

before our events, show a branded promotional video before our movie events this summer, and we are planning an event on July 3rd to provide activities on the Historic grounds including games, food, and performances, with a movie on the parade grounds.

Richardson is running the America250 committee for the county, and they are adding more stakeholders and partners from the community. They have offered a website with a calendar to highlight all events that are happening, and organizations can add their events for promotion. We have a broad coalition of folks who are involved and contributing ideas to coordinate the event.

The committee meets on a monthly basis and is available for in-person participation at the Clark County Historic Museum as well as online. Interested participants can contact commissioner Richardson.

An open discussion was held regarding the nuanced approach for organizations to share in deeper conversations as we acknowledge this moment in our history and incorporate thoughtful conversations in celebrating this event.

Item 4: Community Forum

None presented.

Item 5: Commission and Staff Reports

a. Cultural Services Manager

Donovan gave the following updates:

- The State of the City address will be hosted at the Arts Hub on March 9th with the theme of embracing Arts, Culture and Heritage in Vancouver. Commissioners were encouraged to RSVP and attend as ambassadors. Doors open at 5:30pm.
- The Boards and Commission office is hosting an Open House on March 18th. Please let us know if you are able to represent CAHC.
- We will have more updates at the March meeting for the Inspire Vancouver program.
- Staff surveyed commissioners regarding the preferred meeting time for this commission from 4:30-6:30pm based on commissioner feedback, instead of 12-2pm.

Vote: Lewis moved to adjust the CAHC meeting times to 4:30pm – 6:30pm on 2nd Thursdays, starting March 12, 2026. The motion was seconded by Harris and unanimously approved.

b. Commission President

President Lewis gave the following updates:

- Lewis acknowledged that February is Black History Month, and commissioners were encouraged to support and participate in the events that honor the month.
- Lewis has been focused on orientation and onboarding for the commission roles as well as the leading projects guided by the commission. She will be out in the community as a listener role, to share accurate information with the community, and make our program accessible. Helping bridge the awareness gap
- Vancouver Arts and Music Festival has a 2/15 deadline for artists and vendors. Anyone interested in participating is encouraged to apply.
- Lewis emphasized that her leadership approach is grounded in equity and inclusivity in her outreach.

Ford gave the following updates from CCAC:

- CCAC sponsored a VSAA event, hosting artists who participated in Artstra's open studio to guest teach for a full day.

- CCAC hosted a workshop for blind students this past week.
- During May and June, the Arts Hub will be sponsoring a sculpture exhibit.
- Ford asked if Clark County Arts Commissioners are invited to the State of the City event, and Donovan will share the RSVP information.

Item 6: Open Discussion and New Business

New business updates

Item 7: Next Meeting – March 12, 2026

Donovan gave a brief summary of agenda items planned for the March meeting at 4:30pm – 6:30pm.

Item 8: Between Now & Then

Commissioners and Staff shared any known events:

- Please learn about what’s happening around the City during Black History Month.

Adjourned

This meeting adjourned at 1:57pm.

PUBLIC NOTICE: Commissioners from the Culture, Arts & Heritage Commission are invited to attend the State of the City address at the Vancouver Arts Hub on March 9th, 2026, as ambassadors for Culture, Arts & Heritage in Vancouver. The Commission will not meet and no Commission business will occur at the State of the City address.



CITY OF
Vancouver
WASHINGTON

Inspire Vancouver Update

Stacey Donovan
Cultural Services Manager

Kirsten Hull
Administrative Assistant

Melody Burton
Communications Specialist



Agenda

- Brand Work Group
- Outreach Committee
- Grant Process Workgroup
- Program Launch Timeline

Brand Evolution

Feedback from the Commission and City Communications Director

Keep:

- Roundness and openness
- Feeling of creativity and vibrancy
- Color palette
- The four V shapes coming together to create a “spark” in the center

Refine:

- Don't want a logo treatment that is only words (without a brand symbol)
- Concern that the customized font was difficult to read and too disconnected from the City
- The “spark” shape in the center of the logomark is too similar to SWEC and CFSWW



Brand Evolution

Feedback from the Commission and City Communications Director

The final brand addresses these concerns by:

- Expanding the spark shape and providing more depth and presence to the V shapes
- Using a mix of sharp and rounded edges, creating a logomark that is reminiscent of a diamond when viewed from above
- Aligns the text with a City font for consistency while also allowing the Inspire Vancouver brand to feel distinct



Inspire Vancouver Brand Elements

Logos available in full color, black, white and navy

Primary logo



Stacked logo



Brand Mark



Horizontal logo



Inspire Vancouver Brand Elements

Wordmarks available in navy, black and white

Left Justified

**Inspire
Vancouver**

Centered

**Inspire
Vancouver**

One line

Inspire Vancouver



Inspire Vancouver Brand Elements

Color Palette

Primary



Secondary



Inspire Vancouver Brand Elements

Fonts

HEADERS IBM Plex Sans Semibold

BODY COPY ASAP Regular

AS NEEDED Fira Sans





Branding Next Steps

- Complete website development
- Build out social media channels
- Create key templates
- Begin video strategy

Outreach Committee

Be a public ambassador for Inspire Vancouver

Educate and engage eligible organizations and individuals in Vancouver:

- Meet people, build connections and spread awareness
- Materials will be provided, must be comfortable with public speaking
- Bring questions and suggestions back to staff for improvements

Commitment:

- Training TBD sometime between end of March and early April
- Be available to serve as an ambassador April -August at events, meetings, etc.
- Stay in communication with staff through City email



Grant Process Workgroup

Guides the grant process for Inspire Vancouver

- Recommend performance measures to monitor outcomes
- Advise staff on grant process
 - Applications
 - Reports
 - Guidelines
- Support development of grant review process
- Timeline: Late March – May 2026
- Commission approves recommendations in May and June



Tentative Program Timeline



April-June builds awareness for June applications and September grant awards



Discussion

