

## 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**

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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 6-8<sup>th</sup> 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 3<sup>rd</sup> 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 9<sup>th</sup> 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 18<sup>th</sup>. 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 2<sup>nd</sup> 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.