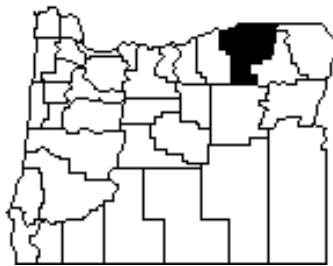


Umatilla County Cultural Plan

Originally Adopted July 16, 2004



Updated January 30, 2008
Final Plan Approved November 2008

Cultural Plan Effective Dates: 2008-2012

With input from Umatilla County citizens who attended public town hall meetings held in 2003, the Umatilla County Cultural Plan was formulated in 2004 by the following committee nominated by the Umatilla County Commissioners and appointed by the Oregon Cultural Trust Advisory Board:

2003 Umatilla County Cultural Planning Committee

Julie Reese, Chairman
Jennifer Pambrun Carnes
Larry Clucas
Nancy Rees Duff
Melissa George
Gene Ann McLean
Carol Poppenga
Doug Radke
Brenda Turner

2008 Umatilla County Cultural Coalition

Carla McLane, Chairman
Theresa Pihl, Secretary
Catherine Anderson
Jennifer Pambrun Carnes
Marie Baldo
Janet Beitel
Barbara Coddington
Bill Mayclin
Craig Mcintosh
Steve Pyle
Christina van der Kamp

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Executive Summary

The Umatilla County Cultural Planning Committee, a committee of nine Umatilla County citizens, was nominated in 2003 by the Umatilla County Commissioners and appointed by the Oregon Cultural Trust to develop Umatilla County's Cultural Plan. The Cultural Plan is one of 36 county and nine tribal plans developed throughout Oregon as a result of the establishment of the Oregon Cultural Trust and, once approved by the Cultural Trust Board, will be used in determining how Trust funds are re-granted in Umatilla County.

The committee first identified as many individuals, organizations and other entities with ties to the County's Arts, Heritage and Humanities activities as possible. Notification of the cultural planning process and invitations to participate were sent to each. News releases about the planning sessions and the Oregon Cultural Trust were also provided to the media that serve the countywide area.

Based upon information gathered from various cultural organizations and at town hall meetings held in five communities (Hermiston, Pendleton, Athena, Milton-Freewater, and Ukiah), the plan identified cultural resources throughout the County and perceived deficiencies and established guidelines for utilizing Oregon Cultural Trust funds in a local participation grant program. Umatilla County's communities are all in rural settings, somewhat geographically isolated from each other and the more populous areas of the State. While that creates some challenges, it has not hindered the development of many and diverse cultural offerings throughout the County. An inventory of Umatilla County's existing cultural resources underscores the importance residents place on Arts, Heritage, and Humanities in their everyday lives. Citizens feel strong ties to their historical roots and avidly support a variety of cultural activities and institutions.

The cultural inventory of Umatilla County is available online at:
<http://www.umatillacountyculture.org/CulturalInventory.html>

A summary of some of the key facts about Umatilla County can be found online in the Oregon Blue Book: <http://bluebook.state.or.us/local/counties/counties30.htm>

Six priorities for the coalition's investment in culture in our county were identified:

- Enrich the Arts, Heritage and Humanities through effective communication that brings people together.
- Develop awareness and provide opportunities to experience Arts, Heritage, and Humanities.
- Inventory and/or preserve historical materials and sites.
- Develop aesthetic components that enhance quality of life in communities.
- Develop adequate venues for the Arts, Heritage and Humanities.
- Create a greater awareness of the Oregon Cultural Trust, the Umatilla County Cultural Coalition, and the Community Participation Grant program.

These priorities and strategies for achieving them, as well as quantitative and qualitative indicators of success comprise the Umatilla County Cultural Plan. Goals are listed by order of priority and decisions will be made in that order. Arts, Heritage and Humanities

support will be balanced equally or at the discretion of the County Cultural Coalition based on the number and type of requests submitted.

Since 2003, the Umatilla County Cultural Coalition has received the following grant funds from the Cultural Trust:

FY03	\$4,612
FY05	\$5,216
FY06	\$8,821
FY07	\$8,011
FY08	\$9,436
FY09	\$11,271

Examples of projects and activities funded by the coalition include:

Pendleton Round-Up and Happy Canyon Hall of Fame [April 2005]
\$2,500 to support the inventorying and photography of the Hall of Fame collection of artifacts and the establishment of a database for the collection.

Vert Museum Collection Project – Umatilla County Historical Society [April 2005]
\$871 to purchase archival supplies to protect objects in the Pendleton Vert Collection and to begin processing the collection for relocation and long-term preservation at the Heritage Station, the Umatilla County Historical Museum.

Adams Ladies Club [November 2005]
\$1,200 to support the printing of the *History of Adams, Volume VI*, a book that chronicles the community's heritage.

Fourth Grade Heritage Project [county-wide] [November 2005]
\$2,000 to support teaching Umatilla County's 4th grade students the value of their local history through docent-led tours of Heritage Station Museum, by viewing a video about the Oregon Trail and by completing one or more art projects.

Desert Arts Council of Hermiston [FY2008 grant cycle]
\$500 to support performer outreach to the Hermiston School District students. Approximately 300 3rd, 4th and 5th graders and high school band students and teachers benefited.

City of Echo [FY2008 grant cycle]
\$2,000 to support the construction and installation of artwork to decorate the I-84 overpass between Echo and Stanfield.

Umatilla County 4-H Department [FY2008 grant cycle]
\$775 to purchase taping equipment for 4-H members' oral history project involving Umatilla County's Century Farms.

Progress and Challenges:

As our coalition reviewed and updated the cultural plan in 2008, we looked at the initial challenges identified by the cultural planning committee in 2003 [see page 6.] Most still remain and will be addressed by the work of the coalition and through its grantmaking in the future.

Vision Statement

The Umatilla County Cultural Coalition will develop a plan for Umatilla County that celebrates the Arts, Heritage and Humanities; respects past, present and future; and represents Umatilla County's population.

Planning Process

The Oregon Cultural Trust was established in 2001 to support and protect Oregon's culture. Trust funds will be disbursed through three methods: one-third to the Cultural Development Grants (competitive statewide program), one-third to the specific State cultural agencies, and one-third to the Community Cultural Participation Grant Program, administered by Cultural Coalitions in each of Oregon's 36 counties and nine tribes. The Community Participation Grants will be disbursed in support of each county or tribal cultural plan.

The Umatilla County Cultural Planning Committee members were nominated by the Umatilla County Commissioners in 2003 and appointed by the Oregon Cultural Trust Advisory Board. Committee members were selected to provide balanced representation of arts, heritage, and humanities interests and Umatilla County's geography. The initial cultural planning committee members included:

Julie Reese, Umatilla County Historical Society, Chairman
Jennifer Pambrun Carnes, Umatilla-Morrow Education Service District
Larry Clucas, Umatilla City Manager and Lewis and Clark Steering Committee
Nancy Rees Duff, Weston-McEwen High School
Melissa George, Arts Administration
Gene Ann McLean, Arts Council of Pendleton
Carol Poppenga, Artist
Doug Radke, Blue Mountain Community College
Brenda Turner, Desert Arts Council

With input from Umatilla County citizens who attended public town hall meetings held in 2003, the committee compiled a cultural inventory [<http://www.umatillacountyculture.org/CulturalInventory.html>] and developed the Umatilla County Cultural Plan. The Umatilla County Commissioners, each of the participants in the town hall meetings and representatives of each resource identified in the cultural inventory were asked to comment on a draft of the Umatilla County Cultural Plan before it was finalized.

In early 2008, the Umatilla County Cultural Coalition did, as required, a review of the initial plan to determine if the Goals or any process needed to be amended or updated. Based on lessons learned since the inception of the local Plan some minor adjustments were suggested and incorporated into the Plan. Those changes were somewhat driven by local conditions and the types and number of local requests for grant support. Further amendments were made in the Fall of 2008 based on comments of the Oregon Cultural Trust.

Inventory and Assessment

One of the Committee's first tasks was to develop a countywide inventory of cultural resources. This listing includes individuals engaged in arts, heritage, or humanities activities by vocation or avocation, as well as organizations whose defining interests are arts, heritage or humanities. This inventory is dynamic and will be updated annually and will be posted on the Umatilla County Cultural Plan website:
<http://www.umatillacountyculture.org/CulturalInventory.html>.

The list of cultural resources developed at the committee level and as part of the public input process never failed to amaze participants. It is clear that Umatilla County has a very large cultural resource base.

Challenges identified during the planning process included:

- a relatively small population base in a large geographic area,
- multiple organizations with similar missions,
- event scheduling conflicts,
- economic instability (i.e. lack of funding for cultural programs in the schools and the same financial supporters for everything),
- cultural and language barriers, and
- a lack of awareness of available cultural activities.

Umatilla County citizens are volunteer-oriented and are willing to share their expertise and skills, as well as their financial resources, to bring ideas to fruition. They find ways to work together to make culture in many forms essential elements in our communities. It is readily apparent that they are not only proud of cultural resources already available, but they are working to enhance and add to them.

This desire to celebrate the Arts, Heritage and Humanities is reflected in the goals and strategies that make up the Umatilla County Cultural Plan.

In 2008 challenges remain. The Umatilla County Cultural Coalition has observed an increased awareness of cultural activities and events with communication through a variety of mechanisms.

Goals, Strategies, and Performance Measures

The goals, strategies and performance measures were developed for implementation between 2004 and 2009. The 2008 updated and amended plan will address the years of 2008 through 2012.

All goals and strategies assume that the Oregon Cultural Trust will make funds available to the Umatilla County Cultural Coalition for re-granting to qualified projects. The Plan's goals and benchmarks will be reviewed on an annual basis and updated as needed, based upon community needs and available dollars.

During the review of the Plan in 2008, it was determined that these Goals are still valid, but grant requests have not been received in all of the Goal areas. In Goals two through five, as part of the Quantitative Benchmark, numbers of projects to be funded are identified. The reality discovered is that we do not have control over the requests and to more accurately reflect granting practice the numeric benchmarks were removed.

Concern has also been raised regarding the large rural nature of Umatilla County and wanting to ensure that all parts of Umatilla County are served. While none of the Goals specifically identify or discuss regional diversity of the grant process the Umatilla County Cultural Coalition members have strived to assure a geographic distribution of funds. At this time, no Goals are being changed to reflect this process, but by incorporating this desire into the Plan we hope to make that an integral part of the granting process.

[Note: For the purposes of this Plan, the term "arts" refers to multi-disciplinary arts, including but not limited to visual, performing, music, writing, etc.]

Goal 1. Enrich the Arts, Heritage and Humanities through effective communication that brings people together.

Strategy 1: Enhance countywide networks

Quantitative Benchmark: Develop and fund a countywide website for the dissemination of cultural information.

Qualitative Indicators of Success:

- Improved arts, heritage and humanities communication in the countywide community by increasing the number of hits on the website.
- Greater awareness of events.
- Reduction in scheduling conflicts.

Goal 2. Develop awareness and provide opportunities to experience heritage, arts and humanities.

Strategy 1: Increase exposure in schools (kindergarten through 12th grade), including but not limited to the following means:

- Artists in the schools
- Guest speakers
- Tours and field trips
- Curriculum development
- Youth voice and participation in developing programs
- Promotion of extra-curricular and community events

Strategy 2: Cultivate life-long learning opportunities

- Nurturing artists
- Nurturing the creative process
- Expanding the worldview by connecting to resources beyond our communities.

Quantitative Benchmark: Number of grants awarded to new projects designed to develop awareness and provide opportunities to experience heritage, arts and humanities, number of residents and visitors who benefit from the new cultural activities..

Qualitative Indicator of Success:

- Increased involvement of schools in developing awareness and cultural opportunities for youth.
- Increased coordination of and utilization of resources to maximize attendance at cultural events.

Goal 3. Inventory and/or preserve historical materials and sites.

Strategy 1: Reclaim local artifacts

Strategy 2: Collect and preserve historical documents

Strategy 3: Capture and organize oral histories

Strategy 4: Inventory and care for historic trees

Strategy 5: Inventory and preserve Umatilla County's historical sites and architecture.

Quantitative Benchmark: Number of grants awarded to projects designed to collect and preserve local history. Number of historical documents, artifacts, oral histories, historic trees and sites protected or preserved. Number of county residents benefiting.

Qualitative Indicator of Success: Greater awareness of or accessibility to historical resources.

Goal 4. Develop aesthetic components that enhance quality of life in communities.

Strategy 1: Inventory current public art

Strategy 2: Promote development of public art, beautification projects, and cultural identity branding.

Quantitative Benchmark: Number of grants awarded to inventory and/or develop aesthetic components of the communities.

Qualitative Indicator of Success: Greater awareness of and accessibility to public art. Changed attitude of local public officials to support public art projects?

Goal 5. Support adequate venues for the Arts, Heritage and Humanities.

Strategy: Support efforts to provide and maintain adequate cultural facilities throughout county.

Quantitative Benchmark: Number of grants awarded to provide and maintain adequate cultural facilities for the arts, heritage and humanities throughout the County. Number of cultural facilities throughout the county.

Qualitative Indicator of Success: Improved maintenance of cultural facilities.

Goal 6. Create a greater awareness of the Oregon Cultural Trust, the Umatilla County Cultural Coalition and its grants program.

Strategy 1: Conduct annual awareness campaign to promote the value of culture throughout the county.

Strategy 2: Maintain an ongoing Umatilla County Cultural Coalition that represents Arts, Heritage and Humanities.

Strategy 3: Solicit projects that meet the goals of the Umatilla County Cultural Plan.

Strategy 4: Disburse funds in support of projects that meet the goals of the Umatilla County Cultural Plan.

Strategy 5: Publicize the awards. Make an annual report to the Umatilla County Commissioners and to the Oregon Cultural Trust and to the public through the media.

Quantitative Benchmark: Development of solid information about the value of culture across Umatilla County. At least once per year, present information through media, direct mailings to cultural organizations, website, etc. Number of gifts to and the number of donors from Umatilla County giving to the Cultural Trust.

Qualitative Indicator of Success: Increased awareness of culture across the county.

Structure and Role of the Umatilla County Cultural Coalition

Members

The Umatilla County Cultural Coalition will be a self-perpetuating committee with a minimum of nine (9) members and a maximum of twelve (12) members representing the interests of arts, heritage and humanities throughout Umatilla County.

Terms

Terms will be three years and serving multiple terms is allowed. Over a three-year period at least three positions, preferably four positions, each year will be available for appointment.

Nominations

As vacancies occur, the Coalition will recruit new members through personal contact, advertising, and/or open nomination. If members are unable to fulfill their duties action may be taken by the Coalition to remove them. If a member resigns prior to the end of their appointed term, the Coalition will fill that vacancy for the remainder of the term. The Coalition will ensure the broadest possible representation of arts, heritage, humanities, population, and geography.

Officers

To carry out the work of the Umatilla County Cultural Coalition a Chairman and Secretary will be elected annually. Committees will be formed as needed.

Fiscal Sponsor

A fiscal sponsor will be appointed annually, prior to June 30, to hold and distribute funds as determined by the Umatilla County Cultural Coalition. Currently the Umatilla Historical Society is the Fiscal Sponsor.

Operations Costs of the Coalition

A portion of the funds will be used to defray administrative expenses, including but not limited to maintenance of the website, updating the cultural roster, publications, and general office expenses.

Local Granting

The Umatilla County Cultural Coalition will award funding through the Local Participation Grant program to projects that address goals and strategies outlined in the Umatilla County Cultural Plan. The full committee will do selection of the projects to receive funding. Proposals will be presented using application forms developed by the Coalition. The guidelines and application forms are available online at: <http://www.umatillacountyculture.org/GrantGuidelines.html>. Most decisions will be based upon submitted applications, although the Coalition could request additional information, clarification, or an on-site visit. Funded proposals will be required to submit a final report. The Coalition will review this information to determine progress toward the Plan's benchmarks and to revise and update the plan as needed.

Updating the Cultural Plan

The Cultural Coalition will annually review and update, as necessary, the Umatilla County Cultural Plan and the Umatilla County Cultural Resource listing. Communication with the citizens of the County will be accomplished through the Umatilla County Cultural Coalition website and press releases.