



gallery
one
visual arts center

2024 - 2027 STRATEGIC PLAN



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AN ART CAMP STUDENT TAKING A BREAK TO ENJOY A FROZEN TREAT IN THE COURTYARD.

LAND ACKNOWLEDGEMENT

We acknowledge that Gallery One resides on the ancestral, traditional, and contemporary lands of the Kittitas People who have inhabited this area since time immemorial. The Kittitas Band of the Confederated Tribes and Bands of the Yakama Nation hold sacred this land and its beauty; an appreciation shared by Gallery One.

Gallery One values all relationships that reinforce our commitment to art as a powerful tool for equity and diversity. Truth and acknowledgment are critical to building mutual respect and connection across all barriers of heritage and difference. We are honored and grateful to be here today on the historic lands of the Kittitas. We pay our respect to their elders and give thanks to the legacy of the original people, their lives, and their descendants.



LETTER FROM THE BOARD CHAIR & EXECUTIVE DIRECTOR

After an annual evaluation of our 2021-2024 strategic plan at our board and staff retreat earlier this year, we found that we had made significant progress in our areas of impact:

- art and artist support
- arts access
- good governance

What was sorely missing however was you. While internally we had made a commitment to being a place of welcoming and belonging with a focus on expanding access to our programs, externally the plan did not represent that. We assumed that the goals in and of themselves were proof positive of our intent to strive for diversity, equity and inclusivity. We hope that in this new plan, you can see clearly our intent for actionable equity. In each goal, we have outlined our intent. We've inserted our cross cutting objective to "strive for diversity, equity, and inclusivity by creating a place of welcoming and belonging, extending our programs outside our walls, and providing transparency in all we do" front and center. In addition, under each goal, we have clarified where we feel we have room for improvement such as "diversify, grow, and expand our staff to support new initiatives and enhance programs." In our measurable goals, we seek to monitor our commitment to you. In this report, we ask for your help. We hope that in this revised version, you see yourself. If not, we've missed something again. Whether you are an artist, a member, a first time visitor, you are important, you are welcome here and you matter.

Becky Craig, Board President

Monica Miller, Executive Director

OUR MISSION Gallery One Visual Arts Center is dedicated to the creation, exhibition, and appreciation of the visual arts in central Washington.



CLAY LUMINARIES WORKSHOP WITH COMMUNITY MEMBERS

OUR VISION A community connected through art where all are welcome, belong, and matter.

CROSS CUTTING OBJECTIVE



Strive for diversity, equity, and inclusivity by creating a place of welcoming and belonging, extending our programs outside our walls, and providing transparency in all we do.

POET XAVIER CAVAZOS READING HIS WORK FROM THE CASCADIA FIELD GUIDE.

VALUE STATEMENT

WE BELIEVE ART & ARTISTS:

- ◇ Enrich our lives by expanding our horizons
- ◇ Connect people and build relationships
- ◇ Contribute to a local, creative economy
- ◇ Are a necessary part of a youth's education
- ◇ Can be a powerful tool for equity

GOAL #1 Enhance and expand art access in order to foster an inclusive community that values the many benefits of the visual arts such as social and emotional well-being, compassion, creativity, communication, and connection to each other.



GALLERY ONE TEACHERS AND STAFF CELEBRATING A YEAR OF COMMUNITY OUTREACH.

OBJECTIVE #1: Encourage and inspire inclusive and equitable experiences through our art exhibits, classes, and events.

1. Engage and invite community representation in the arts, amplifying voices and perspectives including teens, seniors, veterans, LGBTQIA+, BIPOC, and artists with disabilities.
2. Create a welcoming space by ensuring our facility is open, accessible, and safe for community gatherings, events, and networking opportunities.
3. Address financial barriers to our programs to support equitable opportunities for all to experience our exhibits, events, and education programs.

OBJECTIVE #2: Create partnerships and advocate for art with public officials on the local, state, and national level.

1. Collaborate with government representatives, Central Washington University, and other leadership groups to strengthen support and resources for the arts.
2. Work with the private sector, local businesses, and galleries to create a network of support for the arts that encourages diversity, equity, and inclusion in policies, funding, and practices.



CONFAB 2023 ATTENDEES AT THE INK



PECHAKUCHA ATTENDEES

OBJECTIVE #3: Ensure our programs are accessible to all by creating inclusive art experiences beyond our walls.

1. Continue to advance and promote programs, exhibits, and our gift shop ware within our community and through participation in community events.
2. Integrate virtual and online programs to increase access to the arts and artists.
3. Establish new partnerships to expand access to art and programs to underserved populations within our community.

OBJECTIVE #4: Provide equitable and inclusive art access for youth through our programs and partnerships with schools and other entities.

1. Identify and work to reduce the barriers to art education access for those 18 years and younger in our community.
2. Gain an understanding of the needs and develop education opportunities and experiences for teenagers in our community.
3. Expand and support art education in Kittitas County schools with programs in a range of skill levels that meet students where they are.

GOAL #2 Create an environment where artists of diverse perspectives can be celebrated, collaborate, connect, and thrive.

OBJECTIVE #1: Contribute to the financial well-being of a diversity of artists through income opportunities and promotion.

1. Provide dedicated support for artists to sell artwork through out gift shop, exhibits, and online sales.
2. Promote and celebrate artists through the artist registry, social media, and other media outlets.
3. Broaden artists' public audience and exposure through receptions, studio tours, and other events.
4. Expand opportunities for artists to earn income by teaching.

OBJECTIVE #2: Advance diverse artists' access to opportunities for growth by supporting professional networking and education.

1. Connect artists to calls for art on our website and other social media systems.
2. Encourage and support peer networking by providing shared spaces, tools, and resources, such as the art lab, class rooms, and collaborative forums.
3. Support and encourage emerging artists through work trade opportunities, a teen art apprentice program, internships, and volunteer opportunities.
4. Offer professional development that focuses on business practices and advancing artists' skills.
5. Cultivate partnerships that support a diversity of artists and the creation of art within our community.
6. Develop a residency program for professional artists that intentionally seeks out artists from veterans, LGBTQIA+, BIPOC, and artists with disabilities communities.



ARTWORK BY NATIVE AMERICAN ARTISTS CAMAS LOGUE & LINLEY LOGAN ON DISPLAY AT GALLERY ONE

GOAL #3 Ensure sound financial stewardship and follow fair employment practices to maintain stability and promote growth.



BOARD MEMBERS WORKING ON THE STRATEGIC PLAN.

OBJECTIVE #1: Secure the financial strength and leadership of the organization by advancing key resource development strategies.

1. Gain an understanding of our membership and participant composition and strive to mirror the diversity of our community profile.
2. Explore income generating growth opportunities that support our mission.
3. Manage and grow the endowment fund through continued fundraising and astute investment practices to support future growth of programs and facilities.
4. Proactively consider diversity when recruiting, cultivating, and onboarding new board members, and offer continuing education of the board in support of the strategic objectives.

OBJECTIVE #2: Develop and ensure best use of our existing footprint to allow for future growth opportunities.

1. Ensure financial security needed to maintain our current facilities and ongoing capital improvements.
2. Develop resources and acquire tools needed to support long term growth of our online and information technologies.
3. Assess and develop the resources needed for future growth of physical spaces that are inclusive.



ATTENDEES AT THE 2022 BENEFIT ART AUCTION



GALLERY ONE STAFF

OBJECTIVE #3: Provide equitable and inclusive employment practices that support the whole person in body, mind, heart, and spirit.

1. Ensure living wages and benefits for our employees.
2. Commit to providing our employees personal growth opportunities and a fair and engaging workplace.

OBJECTIVE #4: Diversify, grow, and expand our staff to support new initiatives and enhance programs.

MEASURABLE TARGETS

We will measure our success through the following goals:

GOAL #1: Access (education, advocacy, events)

- Participation in youth and teen programs in the schools.
- Tuition assistance offered.
- Outreach to public groups and elected officials.
- Teen Art Apprentice participation.
- Public partnerships such as with the Early Learning Coalition and the Ellensburg Downtown Association.

GOAL #2: Artists (income, networking, participation)

- Artist income through commissions, awards, and teaching.
- Number of visiting artists in our exhibits and residencies.
- Artist participation in registry, Confabs, studio tours, Artlab, and exhibits.

GOAL #3: Stewardship (assets, income, staff, transparency)

- Conduct employee benefits gap analysis, benefits package, and goal setting.
- Grow Gallery income comprehensively.
- Make available all financial and governing documents.

Wecloming & Belonging

- Distribute a demographic survey of members, staff, board, and artists.
- Generate awareness of programs through a “buzz index.”
- Increase overall attendance with attention to free or reduced cost opportunities.
- Increase the diversity of the board and staff.

HOW WE DID THIS

Step 1: Deliver survey to members about current programs and future opportunities.

Step 2: Conduct focus groups with artists, staff, board members, community members, and donors.

Step 3: Board and staff retreat with diversity and equity consultant and to evaluate current plan.

Step 4: Committee work to articulate priorities.

Step 5: Work with staff and board to identify achievable strategies and objectives.

Step 6: Add measurable outcomes to increase accountability.

Step 7: Community input.

Step 8: Adoption by Board of Directors

Revised plan statement:

After conducting an internal analysis in early 2023, we found that our language and commitment to diversity, equity and inclusion was lacking articulation. A committee of board members combed through the plan with the intent of inviting you into the plan. We hope you see yourself here.

As always, we are a work in progress. If you have feedback about the plan, please contact director@gallery-one.org.



SOME FAMILY FUN AT THE KIDDING AROUND EVENT, A COLLABORATION WITH EDA.

THANK YOU

STRATEGIC PLANNING COMMITTEE

Cathy Bambrick
Barbara Bichierri
Patricia Cutright
Bethany Davis
Michelle DenBeste
Laura Stanley

STAFF

Monica Miller, Executive Director
Renee Adams, Exhibit Coordinator
Dava Ihrke, Operations Manager
Amy Davison, CSA Coordinator
Natalie Andrus, Ceramics Studio Manager
John Durham, Communications Manager
Jacque Trujillo, Gallery Assistant
Jovana Gonzalez, Gallery Assistant
Clay Maer, Gallery Assitant

BOARD OF DIRECTORS

Becky Craig	Lisa Lester
Cathy Bambrick	Patrick Stanton
Michel DenBeste	Rachel Hall-Kirk
Marty Miller	Alicia Winbauer
Greg Beach	Wendy Hinckle
Mollie Edson	David Cross
Michel Eliatamby-O'Brien	Ken Girrard
Barbara Bicchieri	Patricia Cutright
Elizabeth Frederick	Drew Liedtke
Ann Blais	Marne Schwartz



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