

Strategic Intent & Goals May 2023

Poetry Postcard Fest

Annual signature event
modeling principles of CPL
poetics & creating
community + marketing tool

Poetics as Cosmology Classes & Study Groups

- Online workshops on origins & principles of CPL, bioregional poetry of place, moment
- Turtle Island Tertulia

Watershed Press

Proposed
in-house press –
to be separately
incorporated as
of April 2024

Cascadia Poetry Festival

Annual 3 day
signature event
featuring poets of
note and “poetics of
cosmology”
workshops



Cascadian Zen

Two-volume anthology
of poetry & art; iconic
collection in production.
Represents CPL poetics:
poetry of place, of the
moment across the
Cascadia bioregion.

Cascadian Prophets Podcasts

- 12+ in-depth annual podcast interviews of poets, authors, activists
- Digitize interview archives going back 30 years & publish more books of interviews.

Kagean Ni

Purchase property on Olympic
Peninsula for workshops, retreats,
residencies with emphasis on
Women/BIPOC

Operational & Infrastructure Goals

- Expand our reach
 - o Increase marketing & communications capacity effectiveness via further web site improvements & marketing plan
 - o Market signature events more widely
 - o Organize & elevate fundraising efforts; seek capacity-building funds
 - o Develop key community partnerships
 - o Broaden content production beyond Paul
- Formalize budgeting & finance reporting & oversight
- Establish project boards for postcard fest, poetry festival, Watershed Press
- Conduct annual assessments of board & founding director effectiveness
- Diversify board (culture, geographic, gender, age, LGBTQ+A)
- Get Paul some administrative help so he can focus on his strengths
- Develop plan should Paul be temporarily unable to work
- Develop plan for organization's transition when Paul is ready to retire