

## Minutes

Oregon Cultural Trust Board Meeting  
State Lands Building, Salem  
July 28, 2016

Board Members Present: Carole Morse, Chair  
Chuck Sams  
Chris Van Dyke  
Gustavo Morales  
Rep. Margaret Doherty (Ex Officio)  
Niki Price  
Bob Speltz

Board Members Absent: Mike Golub  
John Goodwin  
Dr. Nathalie Johnson  
John Tess  
Sen. Elizabeth Steiner Hayward (Ex Officio)  
Gayle Yamasaki

Partners Present: Adam Davis, Oregon Humanities  
Eliza Canty-Jones, Oregon Historical Society

Staff Present: Brian Rogers, Executive Director  
Raissa Fleming, Administrative Assistant  
Carrie Kikel, Communications Manager  
Aisha McCoy, Office Manager  
Aili Schreiner, Trust Manager

Others Present: Christine Drazan, Cultural Advocacy Coalition  
Bereneice Jones, Astoria Music Festival  
Don Russo, Elsinore Theatre

### Call to Order

Carole Morse called the meeting to order at 10:05 a.m.

Morse congratulated Gustavo Morales on the birth of his son on June 20.

She introduced Aisha McCoy, the new Trust Office Manager.

Morse acknowledged the President's Award Brian Rogers recently received from the Beaverton Arts Commission.

### Minutes

**Motion:** Bob Speltz moved approval of the minutes from the May 19, 2016 Board Meeting. Seconded by Price. **Motion passed unanimously.**

## **Executive Director's Report**

Rogers said he is finishing the narrative for the next biennial budget. After it is reviewed by Business Oregon, Department of Administrative Services, the Governor, It will be reviewed in the spring by the Legislature and hopefully acted upon by the summer.

He addressed two Policy Option Packages - one proposes that the Cultural Trust manage a statewide bond program for cultural lottery funds - the Creative Resource Economic Fund (CREF). It is currently managed by the Cultural Advocacy Coalition and administered by the Trust and the Arts Commission.

Chris Van Dyke asked for more information on lottery bonds. Rogers said they are bonds sold by the state to create capital for state-approved projects. Income on lottery revenue funds the bonds. A report on CREF is forthcoming and Rogers will distribute to the Board.

The second POP is a loan program using a small portion of the Trust's permanent fund corpus for at rate or below market rate loans to cultural nonprofits. Rogers consulted with a Meyer Memorial Trust representative to determine that similar programs like PGE's program related investments and others across the country have a very high repayment rate. The program would leverage the corpus of the Trust to benefit the cultural community. The package would require legislative approval.

Morse said she had experience with a similar program with her foundation.

Rogers reminded the group he is participating in the American Leadership Forum. Gustavo Morales and Speltz have both participated. Morales said it was a great networking experience. Speltz said it is an intense program to build and strengthen leadership style. Power, diversity and inclusion also are key subject areas. Morse said it's a great opportunity for someone who is new to the state.

Rogers also talked about the National Assembly of State Arts Agencies (NASAA) Leadership Institute coming to Portland in October 2017. Work with Data Arts (aka Cultural Data Project) is moving forward.

Morse welcomed Berenciece Jones-Centeno to the meeting. Ms. Jones-Centeno is the Managing Director of the Astoria Music Festival and is interested in the work of the Cultural Trust.

Rogers recapped a recent meeting with Rep. Doherty about the formation of an Arts and Cultural Legislative Caucus. Rep. Doherty is working with Rep. Buehler (Bend area) in setting up the caucus.

Rogers spoke to the numerous grant panels held recently by the Cultural Trust and the Arts Commission. The panels demonstrate a high level of citizen involvement.

The Arts Commission met in Klamath Falls last week and held a Diversity Equity and Inclusion workshop.

The Business Oregon Commission is meeting in Portland Friday. All departments have been asked to submit a 5 and 10 percent reduction package in preparation for a difficult legislative session. Rep. Doherty said it is a preemptive effort and that the economy tends to dip every eight years. Rogers will report back to the board on what the legislature approves for the Cultural Trust budget.

Discussion about timelines for budget planning and whether Trust grant funds need to be approved by the Ways and Means Committee.

Rogers presented a list of upcoming conferences including the 2016 Arts Summit, October 7<sup>th</sup> in Corvallis. Morse encouraged everyone to attend the Arts Summit.

Morse said Roger's annual review is coming up. Staff and board members will receive an evaluation form to complete by August 11<sup>th</sup>.

The Cultural Trust is working with the Arts Commission and Americans for the Arts on a new economic impact study. Price said she is working on the survey in Lincoln County and is very appreciative of the Arts Commission's work on collecting regional data.

#### **FY2017 Grant Review**

Morse thanked the board members who chaired Cultural Development Grant panels. Price said it was a wonderful experience. Chuck Sams said his panel did a phenomenal job at reading and reviewing applications. He applauded the state for an open process, which allows applicants to listen to the panel.

Aili Schreiner reminded the board of the grant categories: Access; Preservation; Creativity; and Capacity. Guidelines and applications were revised; applications were due a month earlier than usual.

She spoke to the Conversations with Funders held across the state prior to the grant deadline.

190 applications were received; 157 of them were considered complete. They came from 27 counties.

Morse said she had a very diverse panel for Creativity. The evaluation section continues to be a weak section of the application; we may want to focus some technical assistance on that area. There is talk about creating a rubric to help panelists reach a standard scoring approach.

Price said Preservation panelists had good feedback. She agreed applicants need more support on creating an evaluation plan. She felt they would have benefitted from more panelists.

Sams said the Capacity panel was great. There is a need for improved grant preparation and writing skills. He appreciated the revised narrative section.

Price said there are a lot more small towns and rural communities represented among the unfunded applications, which supports reaching out to them with technical assistance.

Schreiner said on average those who score in the bottom third are unfunded. Sometimes applications are in the wrong category or the project isn't ready for funding.

Raissa Fleming said the panelists have an opportunity to further discuss a low-scoring application.

Van Dyke asked if we let applicants know why their project wasn't funded. Schreiner said unfunded applicants are invited to set up a conversation with her to go over the panel comments.

Morse presented the three funding options for grants. The grant committee recommends Option 2, to fund 78.7 percent of the grants, with seven record \$40,000 grants and good geographic distribution.

Schreiner pointed out the summary of Option 2 in the meeting packet. About half of the grants are outside of Portland.

Van Dyke asked how the amount for each panel is determined. Rogers said the funds are not allocated per panel, but rather by score. The recommendation includes funding for 17 additional organizations than last year. Geographic distribution, scoring curve, percentage of funding request and continuing to grow top grant levels were all considerations in recommending Option 2.

Speltz said he is thrilled to see the Trust giving more grants, larger grant amounts and reaching a broader geographic area of the state. Speltz noted that seven years ago, \$25,000 was the Trust's largest award.

Morse asked how many of the recommended grants would be first-time grants. A range of 35 to 69 percent of the grants, by panel, are new to the Cultural Trust. Rep. Doherty recommended communicating with the legislators on the increase in dollar amount and rural grants.

Rogers said the staff is recommending that the NAYA grant be put on pending status until there is assurance that there is tribal support for their project. Sams said the upcoming legislative session will consider stronger protection for sacred tribal lands and NAYA's proposal to hold a conference identifying them is somewhat concerning. Pending status would mean that NAYA has an opportunity to address the concerns.

**Action:** Sams moved that Option 2 be approved as recommended. Seconded by Van Dyke. *Motion passed unanimously.*

**Action:** Sams moved that the 100 grants be approved as recommended, with NAYA's grant in pending status. Seconded by Van Dyke. *Motion passed unanimously.*

Schreiner congratulated Don Russo of the Elsinore Theatre (in attendance at meeting) on receiving a grant.

Morse said she would like to see the recipients of the seven largest grants be considered our primary partners for the coming fundraising season.

Discussion of the communication timeline for announcing grants and board involvement in notifying grant recipients. Morse circulated a list of grants to board members so they could indicate the grants they would like to help communicate to recipients.

Morse welcomed Christine Drazan. She shared that the Cultural Advocacy Coalition is focused on increasing support for the cultural sector. They are currently planning for the 2017 legislative session. They are consulting with a Minnesota lobbyist; Minnesota has the nation's highest level of cultural funding,

Speltz asked Drazan for her "read of the building" for the next session. Drazan said everything is up in the air and people are hedging their bets. Discussion about Measure 97.

**Lunch break called at 11:50 a.m.  
Reconvened at 12:15 p.m.**

#### **Website/Marketing Update**

Carrie Kikel introduced Kate Van Bronkhorst and Jenn Huckins from Grady Britton, who presented an overview of the 2016 creative/media campaign and gave a preview of the new Trust website, set to launch on Sept. 1.

Board members were encouraged to submit ideas for Cultural Care-a-Van visits.

Discussion of upcoming Cultural Trust meetings dates. Sams shared some preliminary plans for activities around the October meeting in Pendleton.

Morse asked board members to put the board meeting dates and locations on their calendars. (Oct. 27, 2016 Pendleton; March 23, 2017 Ontario; May 18, 2017 Klamath Falls; July 20, 2017 Salem; Oct. TBD 2017 Lincoln City).

#### **FY16 Closeout & FY17 Budget Proposal**

Rogers said FY2016 was the first implementation of SB441, which increased grant making levels as well as administrative funds including the new office manager position. It also allowed for an investment in the new website/marketing campaign.

Schreiner pointed out budget notes in the meeting packet. There was an increase in license plate sales. Administration fees for the license plates will go up in FY17.

There was a surplus we chose to invest in the new website and rebranding.

Final numbers for FY16 will be presented at the October board meeting.

Rogers said the revenue from FY16 contributions will be spent in FY17.

The budget will go up between \$500,000 and \$1 million if we are successful in attracting 2,000 new donors. New donors give an average of \$361; returning donors give an average of \$516.

Van Dyke suggested that three different budgets be drafted to be prepared for any outcome related to donations. Rogers will present the three budget options at the October 27<sup>th</sup> board meeting.

Schreiner said in order to impact end of year donations, we should treat donors as subscribers the rest of the year.

Rogers said there is a 24 percent increase in Partner Grants for FY17.

Discussion about line items that are actual vs projected.

McCoy talked about the allocation for Cultural Tribal and Count Coalitions. The base funding for coalitions will go up \$300 to \$6,300 in FY17.

Schreiner said there is now a working draft cultural plan from the Burns Paiute Tribe and one expected soon from the Klamath Tribe. Siletz Tribe will be the only Tribe without a cultural plan; Price offered to work with Schreiner and consultant Kathy Jaworski to engage the Siletz Tribe.

Adam Davis asked when there was last an increase to Coalition funding. The consensus was that it's been several years; the last increase was from \$5,000 to \$6,000.

Rogers discussed the decrease in funds from the Arts Commission in response to SB441.

Schreiner pointed out the increases in the marketing budget. The budget spends down the surplus to an estimated \$48,000.

There is an 11 percent increase in grants to the five Statewide Partners.

**Action:** Sams moved to approve the FY 2017 budget and the increase to County and Tribal Coalitions. Van Dyke seconded. ***Motion passed unanimously.***

## **Board Committee Update**

### Donor Participation

Schreiner gave an overview of the work of the Donor Participation committee. The donor survey is scheduled for February of 2017. She presented lists of lapsed individual and Class-C corporate donors; the committee encourages board members to make calls where they have connections or relationships.

Van Dyke described a similar initiative he'd participated in with another organization. The results were extremely successful; the calls were made during a board meeting.

**ACTION:** Price and Van Dyke asked for talking points to use in making the calls.

Schreiner shared a list of donors ranked by size of donation. Board members are asked to consider sending a personal note or making a call to thank the donors for their ongoing support.

Mike Golub will be following up with board members about their calls.

Discussion about taking time around the Pendleton meeting to make calls.

#### Advocacy and Outreach Committee

Board members were asked to review sign-up sheets in their meeting packet: lists of legislators and the top 25 cultural nonprofits. Morse asked them to sign up to manage the relationship with their legislators and to participate in cultural leader meetings with the nonprofits.

#### Grant Committee

Rogers explained how a rubric could support the panel scoring system. Staff is discussing forming a technical assistance program for grantees that could enable consultation on board development, financial planning, grant writing, etc.

#### **Trust Partner Updates**

##### Oregon Humanities- spotlight

Davis said the Trust funding is unique in that it's reliable and comes with few restrictions. It allows OH to do things they've always wanted to do. Currently working on a set of Community Conversations for this fall focused on sense of place and a one-day statewide gathering following the conversations. The conversations generate media and create buzz.

Part way through series of Think and Drinks with Pulitzer Prize winners.

Trust funding supports the Oregon Humanities magazine; a full page Trust ad appears in every issue.

Poet Laureate also funded by Trust dollars. New PL Elizabeth Woody was well-received and is booking several events/tours.

Working with NEH to hold a grant workshop in August. Congresswoman Bonamici to attend/introduce.

##### Oregon Historical Society

Biggest news that 71 percent of Multnomah County voters approved a levy for additional funding.

History Hub, directed to students, will open this fall.

The Chinese Oregon series was well-received. Attendance up 20 percent over last year.

Original baseball documents on display now.

Migration symposium scheduled for this fall.

The Centennial of US entry to WW1 is in 2017, OHS is working with OSU on an exhibit.

Oregon Historical Society will be our spotlight partner at the October 2016 board meeting.

**Trust Staff Updates**

McCoy is working on registering cultural nonprofits for the new website and supporting the budget.

Fleming is working on donations and entering coalition data into Pearl.

Schreiner reminded group of partner meeting Aug. 25. Work is migrating from Arts Commission to Trust staff.

**Adjourn**

Morse adjourned the meeting at 3:07 pm.