

Board Meeting Minutes
Teleconference
1.877.848.7030 Code: 584-309

Feb. 1, 2017
1:30 p.m. - 2:30 p.m.



TAB A

Board Members Present: Carole Morse, Chair
Dr. Nathalie Johnson
Bereniece Jones-Centeno
Gustavo Morales
Niki Price
Chuck Sams
John Tess, Treasurer/Secretary
Gayle Yamasaki
Chris Van Dyke

Board Members Absent: Mike Golub, Vice Chair
Rep. Margaret Doherty
John Goodwin
Sen. Elizabeth Steiner Hayward

Partners Present: Eliza Canty-Jones, Oregon Historical Society
Adam Davis, Oregon Humanities
David Huff, Oregon Arts Commission
Todd Mayberry, Oregon Heritage Commission

Partners Absent: Chrissy Curran, State Historic Preservation Office

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

Call to Order
Carole Morse called the meeting to order at 1:35 p.m.

Minutes

Action: John Tess moved approval of the minutes from the Pendleton Oct. 27, 2016 Board Meeting. Seconded by Nathalie Johnson. *Motion passed unanimously.*

Cultural Plan Update

Aili Schreiner proposed changes to the requirements for Tribal Coalitions regarding their submission of a cultural plan in order to receive funding from the Trust. Originally both County Coalitions and Tribes needed to adhere to a cultural plan format specified by and approved by the Cultural Trust to receive coalition funding. Currently, only five out of eight tribes have submitted and received approval of their cultural plan. There have been multiple attempts to have the three remaining tribes submit cultural plans with the assistance of consultant Kathi Jaworski. These attempts have not yet been successful.

Staff recommends that Tribes not be held to the same guidelines as county coalitions for the format of their cultural plans. Tribes are sovereign nations and most of them already have cultural plans in place. The cultural plans developed by the Tribes' Cultural Resource Departments should satisfy state requirements for Cultural Trust funding. Chuck Sams said that the proposed change regarding the new cultural plan guidelines seems like the best approach in helping the tribes reach their cultural goals.

Morse asked if the change would be retroactive. Schreiner said no the change would be effective beginning this fiscal year.

John Tess requested more information on the funds that have not previously been awarded to the Tribes. Schreiner said awards not funded or returned will be part of a larger budget discussion at the upcoming March 2017 board meeting.

Action: Sams moved to approve the changes to the Tribe's Cultural Plan requirements. Seconded by Nathalie Johnson. *Motion passed unanimously.*

Cultural Ambassador Program Update

Morse asked board members to report on their tasks regarding the 2016 Cultural Ambassador Program.

Tess spoke to his MUSE open house event 12/01/16. Morse and Schreiner said it was a great venue to also inform attendees on the work of the Cultural Trust.

Morse said the MUSE event was a successful model to both support Tess and inform people about the Cultural Trust.

Johnson said she had a few conversations with potential donors but has not had a chance to follow up with them.

Bereniece Jones-Centeno talked about her outreach at the Liberty Theater in Astoria. She requested that the Cultural Trust banner at Liberty remain in their lobby for an extended period of time to gain more awareness in the community. Jones-Centeno asked for collateral materials to hand out to community members. Jones-Centeno also remarked that it would be helpful to have some additional guidance/talking points to best describe the role of the Cultural Trust and why donations are important.

Gustavo Morales said he distributed donation cards to community members but does not have any information if that activity resulted in donations to the Cultural Trust. Morales

also echoed the need for some talking points on how donating to the Trust is more beneficial than directly donating to one's charity of choice.

Carrie Kikel said the Cultural Trust requires Oregonians to first donate to their favorite cultural organization, then match that gift with a donation to the Cultural Trust to qualify for the cultural tax credit.

Niki Price reported on the video she produced for social media showing how easy it is to donate to the Cultural Trust. She also visited several organizations in the fall to discuss the role of the Trust. She is unaware if those visits resulted in new donors. Price also signed letters to the editor that ran in Tillamook, Newport, Lincoln City and Newberg. She also participated in the donation season by signing several hundred donor acknowledgement letters.

Sams held a holiday party where he promoted the work of the Cultural Trust. He could not report on whether those conversations resulted in new donors. He also did some outreach at an event at the Pendleton Arts Center and submitted a letter to the East Oregonian that resulted in several calls for more information. The letter also resulted in new donations to Crow's Shadow in Pendleton.

Chris Van Dyke said he was out of the country until November and did not have an opportunity to engage in outreach regarding the Cultural Trust. He remarked that he was impressed with the progress and stats regarding the Trust's media campaign.

Gayle Yamasaki said the County Cultural Coalitions did a great job sending out marketing materials in support of the Trust. She is disappointed that many of our grantees still are not mentioning the Trust on their websites nor at their grant-supported events, and added that we should require crediting the Trust.

Morse gave a presentation regarding the Trust at a RACC and Arts Commission board meeting and her holiday party. The op-ed piece she signed was placed in all Community Newspapers in the Portland-Metro area and resulted in many great inquiries about the role of the Cultural Trust. She wrote personal letters to targeted lapsed and new donors resulting in several new and returning donors. She facilitated emails to PGE employees and to Portland Opera and Portland Gay Mens Chorus board members. Morse also joined Trust staff in Salem on 1/31/16 to assist in processing donor acknowledgement letters and wrote personal thank you messages on several letters.

Communication & Marketing Update

Kikel reported on the marketing campaign with the primary focus to raise awareness of the Trust. Some of the highlights of the campaign include TV, digital, OPB ads, Business Journal and the September ad in Artslandia magazine. The TV spots aired on KPTV and KPDX with additional promotional segments running on KPTV's Good Day Oregon and Good Day More. Both shows topped local ratings for the period of the campaign. There were a total of 419 commercials that aired during the donation season (6 weeks). The television campaign returned a value of \$227,650 on a budget of \$85,000.

The Trust also had a 165 percent increase in traffic to the website, a 152 percent increase in sessions, and a 43 percent increase in conversions (visitors who clicked on the donation button).

Schreiner said the analysis of campaign results is ongoing and will inform our planning for 2017.

Final Statistics

Raissa Fleming presented final statistics regarding the donor season. These figures may change as the Trust is still waiting on donations from Work-for-Art and possible refunds.

- **Final Donations:** \$4,550,098.01 (01/1/2016 - 12/31/2016)
- **Gifts:** 9,124
- **Gifts Down:** -145 or -.5% per last year
- **New Donors:** 584 (number will increase when joint households are calculated). New donors are estimated to be in the range of 1000 - 1250.

A more detailed report with final numbers will be available at the March board meeting.

Final Questions or Comments

Schreiner said the campaign did well despite the challenging external environment and donations were only down by only .5 percent.

Kikel added that fundraising was virtually even with 2015. Other fundraising efforts such as Oregonians Give saw significant reductions.

Morse talked about the success of Willamette Weekly's Give!Guide due to the bounce back to cultural donors about the Cultural Trust. The Trust needs to look into possibly getting our larger grantees/cultural groups with online donation pages a widget that leads to the Trust's donation page.

2017 Plans

Schreiner presented a brief overview of 2017 plans:

- Conversations with Funders
- Software Transition (Pearl to Salesforce)
- Donor Survey
- 2019 Tax Credit Reauthorization

Morse asked that board members attend some of the Conversations with Funders events if their schedules allow. She also reminded board members to add the 2017 board meeting dates to their calendars.

Schreiner **suggested** that we speak to our Partners even earlier in the year to develop more support for the Trust.

Upcoming Board Meeting

- Ontario, Oregon: March 23, 2017, at Four Rivers Cultural Center.

Adjourn

Morse adjourned the meeting at 2:35 p.m.