

**Oregon Cultural Trust Board  
Minutes  
Oregon State Lands Building, CR201  
Salem, Oregon  
July 20, 2017**



**Board Members Present:** Carole Morse, Chair  
Bereniece Jones-Centeno  
Nathalie Johnson  
Gustavo Morales  
Niki Price  
John Tess  
Chris Van Dyke (by phone)  
Gayle Yamasaki

**Board Members Absent:** Chuck Sams, Vice Chair  
Mike Golub  
John Goodwin  
Representative Margret Doherty  
Senator Elizabeth Steiner Hayward

**Partners Present:** David Huff, Oregon Arts Commission  
Todd Mayberry, Oregon Heritage Commission  
Chrissy Curran, State Historic Preservation Office  
Adam Davis, Oregon Humanities

**Partners Absent:** Eliza Canty-Jones, Oregon Historical Society

**Staff Present:** Brian Rogers, Executive Director  
Kat Bell, Grants and Office Coordinator  
Raissa Fleming, Administrative Assistant  
Carrie Kikel, Communications Manager  
Aili Schreiner, Trust Manager

**Others Present:** Nick Batz, Government Relations Manager, Business Oregon  
Jennifer Bell, Bell+Funk  
Michelle Buzzini, DHM Consulting  
Teri Conklin, Bell+Funk  
Christine Drazen, Cultural Advocacy Coalition  
Lindsey Ferguson, Artslandia  
Anne Neiss, DHM Consulting  
Ramona Rodamaker, Assistant Director, Business Oregon  
Misty Tompoles, Artslandia  
Jenny Wilfong, CFO, Business Oregon

**Call to Order**  
Morse called the meeting to order at 10:06 am.

## **Minutes Approval**

Motion: Yamasaki moved approval of the minutes. Seconded by Price. *Motion passed unanimously.*

## **Executive Director Report**

Rogers presented his report noting the change to Board travel this fiscal year, there will likely only be one big trip away from Salem. Morse asked if that trip would be Ashland or the hometown of the new board member. Rogers said that will be discussed and decided later, a proposal will be sent to Morse and Sams.

Yamasaki asked that the Board meet by teleconference sometime between the October and February meetings. Rogers will see if we can schedule a brief conference call during that time.

Rogers pointed out the Trust's funding by the regions of the state. Yamasaki asked if for a comparison from year to year. Bell will work on comparison for March 22, 2018 Board Meeting.

Action: Present the data from the region maps in a year by year report.

Yamasaki asked if there was a comparison of where Conversations with Funders and Partners and where applications came from, and the success rate. Schreiner said that there is and will prepare a analysis for the March 22, 2018 Board Meeting.

Action: Look at the successful FY18 grants to see if there is a correlation with the areas the Trust traveled to for funder workshops.

## **Spending Plan FY2018**

Rogers introduced the Spending Plan for fiscal year 2018. It is tentative at this point as the Governor has not signed Business Oregon's budget.

Discussion followed about the FY17 donation close out. It was the highest grossing year yet.

Rogers and Huff walked the Board through the FY 2018 DRAFT Spending Plan, highlighting the changes in administrative allocation for staffing restructure. 50% of Executive Director and Assistant Director Salaries are now allocated to Trust, 100% of the Grants and Office Coordinator position is allocated to the Trust. The Trust Communications Manager position is allocated to the marketing and outreach budget.

Discussion about how Cultural Partners provide programs and services with Trust funding.

Action: Provide final reports executive summary for March 22, 2018 Board Meeting

## **Business Oregon Report**

Nick Batz discussed the overall legislative session process. The two biggest issues were transportation and finding new revenue. Because they were unable to find new revenue many departments and programs across state government had to be reduced.

Rodamaker discussed Business Oregon's process to submit budgets to the Governor, Legislature and subsequent work with Legislative Fiscal Office.

Discussion followed.

**Break for Lunch at 11:51 am.**

**Reconvene at 12:22**

**DHM Research Presentation, Survey Results (agenda item 8)**

Neiss and Buzzini presented the donor and potential donor survey report and analysis.

**Campaign Strategy for Fall 2017 (agenda item 9)**

Kikel discussed the process used to select the contractors to build the campaign strategy. The selected firms represented by Jen Bell of Bell+Funk and Misty Tempoles of Artslandia gave presentation on initial campaign direction to reach the goal of 2,000 new donors this year.

**Cultural Development Grants (agenda items 5-7)**

Schreiner presented her report outlining the application review process and the award options. She discussed the funding formula used to normalize scores from the grant panel and the three options to consider for funding. Schreiner reported the Grants Committee recommends Option 2.

Discussion followed about re-granting any returned funds and how to notify new grantees.

**Motion:** Tess moved approval of Option 2 of the Cultural Development Grants proposal, contingent on the budget that will be signed by the Governor. Further he moved that the Cultural Trust allocate any returned grant funds to other projects as long as returned funds are received in the same fiscal year. Seconded by Yamasaki. **Motion passed unanimously.**

**Cultural Coalition Grants**

Schreiner presented her report discussing FY18 Cultural Participation Grant Awards. Curran said she'll show an application the tribes submitted to the Tribal Historic Preservation Office and whether that can serve as a cultural plan.

**Motion:** Tess moved approval of the Cultural Participation Grants proposal, contingent on the budget that will be signed by the Governor. Seconded by Yamasaki. **Motion passed unanimously.**

**Tax Renewal Strategy**

Rogers presented his report on the Cultural Trust Tax Credit Reauthorization Process.

**Cultural Partners Update**

Mayberry discussed the Oregon Heritage Commission's mentor/partner workshops. They've completed a survey of the state to determine which service area is in need of the workshops. He also talked about their toolkit and the digitalization of their collections. Mayberry said he has resigned from his position as of July 28.

Curran said the State Historic Preservation Office is currently recruiting for 3 positions. She discussed their program Diamonds in the Rough that grants to restore and reconstruct facades of buildings that have been heavily altered through the years. Curran added that she has been installed on the board of the National Conference of State Historic Preservation Officers.

Davis said they will announce later this week the new topics of their Conversation Project. He discussed the process to choose the topics. They are launching This Land which is about how race has effected land use policy.

Huff said the Oregon Arts Commission is entering into their 50<sup>th</sup> anniversary year. There will be a celebration during the Arts Summit on October 6. He said they've completed the Arts and Economic Prosperity Study 5 which has looked at Oregon statewide arts and cultural impact. Rogers said the Arts Commission is bringing back the Governor's Arts Awards.

### **Adjourn**

Morse said this is Tess's last meeting so she presented him with a gift. Morse adjourned the meeting at 2:48 pm.