

Board Meeting Minutes



February 1, 2018

Teleconference

Board Members Present:

Niki Price, Vice-Chair
Bereniece Jones-Centeno
George Kramer
Gustavo Morales
Carole Morse
Gayle Yamasaki
Chris Van Dyke

Board Members Absent:

Chuck Sams, Chair
Theo Downes-Le Guin
John Goodman
Nathalie Johnson

Partners Present:

Eliza Canty-Jones, Oregon Historical Society
Chrissy Curran, State Historic Preservation Office
Adam Davis, Oregon Humanities
Beth Dehn, Oregon Heritage Commission
David Huff, Oregon Arts Commission

Staff Present:

Brian Rogers, Executive Director
Kat Bell, Grants & Office Coordinator
Raissa Fleming, Administrative Assistant
Carrie Kikel, Communications Manager
Aili Schreiner, Trust Manager

Welcome and Call to Order

Niki Price called the meeting to order at 10:02 a.m. Carole Morse asked that the Cultural Trust Board contact sheet be updated with new expiration dates.

Executive Director's Report

Brian Rogers presented the Executive Director Report. Rogers also highlighted that we had 1,573 new donors to the Cultural Trust so far in this fiscal year. Typically we received about 500 new donors each year. Our total dollar amount of donations increased by 7%, typically the increase is 5%.

Raissa Fleming recapped 2017 calendar year donations.

- Total donations

- 2017 - \$4,872,446
- 2016 - \$4,567,200
- Total # of donors
 - 2017 - 9,767
 - 2016 - 9,164
- Total new donors
 - 2017 - 1,573
 - 2016 - 1,058

Governance Committee

Rogers presented the Governance Committee report (Chuck Sams was not on the teleconference due to an urgent matter). Rogers reported that the Committee is recommending Gayle Yamasaki as the new board Treasurer. Niki Price asked for a motion to approved Yamasaki as Treasurer.

Motion: Morse moved Yamasaki be appointed Oregon Cultural Trust Board Treasurer effective February 1, 2018 through January 31, 2019. Seconded by Bereniece Jones-Centeno.
Motion passed unanimously.

End of Year Review

Carrie Kikel and Aili Schreiner presented the End of Year Campaign Review report. Kikel reported that t

his is a record increase in overall donations from January to December 2017. The 7% increase in the total amount included and 55% increase in new donors. Kikel and Schreiner gave an overview and highlighted the tactics and activities during the campaign and presented an initial report by Bell+Funk and Artslandia. The firms will also present at the March Board meeting with more detailed findings.

Price needed to leave the meeting and asked Morse (immediate past Chair) to chair remainder of the agenda.

Kikel and Schreiner suggested the following as follow up to this year's campaign:

- Survey new donors for demographic information and their motivation to give this year
- Create a few short videos showing people learning about the Trust for the first time
- Add messaging around the grant announcements to the Communications Partner Menu
- Formalize the Ambassador portfolio
- Raffle to incentivize giving the Trust your email address at events
- Deeper engagement with Board Members
- Analyze the new tax law and report how it will affect Trust giving
- Increase Facebook investment and add monthly paid content
- Cross-reference where donors came from and from which campaign

Schreiner said the immediate next step would be to meet with the Campaign Ad Hoc Committee and see if there is agreement to contract with Bell+Funk and Artslandia again this year. She asked Chris Van Dyke if he would join the committee. He said he would and asked what the Trust is doing to recapture lapsed donors. Schreiner said a mailing went out last year

to those donors, but the analysis had not been done yet. She said she would bring that information to the March 2018 meeting. Yamasaki asked about the strategy for retaining the new donors. Kikel said our campaign firms would develop a strategy and report to Board.

2019 Legislative Session and Preparation Process

Rogers presented the 2019-20 Legislative Session report and outlined the options for addressing the administrative budget shortfall. One option would be to submit a Legislative Concept to remove the current administrative spending cap in statute. Another option would be to closely review the existing statute with Business Oregon for possible fixes.

Adam Davis asked if the Legislative Concept should be submitted at the same time as the tax credit renewal is being submitted. Rogers said that if we do submit the Legislative Concept the timing is not ideal but at least these would go before two different legislative committees. Davis said he would work with the Cultural Advocacy Coalition to have alignment with each other's legislative agenda.

Spending Plan Review

Rogers and Huff presented the FY2018 Revised Administrative Spending Plan.

Board Member, Partner and Staff updates.

Due to time limitations the reports were brief.

Adjourn

Morse adjourned the meeting at 12:02 p.m.

Requested Action:

Informational only For board input/discussion For board action

Motion to approve minutes from the February 1, 2018 board teleconference.