

Board Meeting Minutes

**Oregon Cultural Trust
Four Rivers Cultural Center
Ontario, Oregon
March 23, 2017**



Board Members Present: Carole Morse, Chair
Mike Golub, Vice Chair
John Goodwin
Bereniece Jones-Centeno (via phone)
Gustavo Morales
Niki Price
Chuck Sams
John Tess (via phone)

Board Members Absent: Representative Margret Doherty
Senator Elizabeth Steiner Hayward
Nathalie Johnson
Chris Van Dyke
Gayle Yamasaki

Partners Present: Adam Davis, Oregon Humanities
Chrissy Curran, State Historic Preservation Office
Eliza Canty-Jones, Oregon Historical Society
Todd Mayberry, Oregon Heritage Commission

Partners Absent: David Huff, Oregon Arts Commission

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

Welcome & Call to Order

Carole Morse called the meeting to order at 10:08 a.m. She thanked Gustavo Morales for hosting us in his lovely community. She thanked everyone, including partners, for making the trip to Ontario.

Chuck Sams has been promoted to interim deputy executive director of the Confederated Tribes of the Umatilla Indian Reservation.

Morse congratulated John Goodwin on his recent award at RACC's Juice breakfast.

Minutes

Motion: Sams moved approval of the minutes from the Feb. 1, 2017, teleconference. Seconded by Goodwin. **Motion passed unanimously.**

Executive Director's Report

Brian Rogers said the staff has been focused on a presentation to the Joint Legislative Ways and Means Sub-Committee for Transportation and Economic Development. The Arts and Culture department participates in the Business Oregon presentation. The Arts Commission is looking at a 12 percent reduction in general funds, which would potentially cut the Operating Support program by 30 percent. If the reduction is larger it could result in the loss of an FTE.

Discussion of the High Desert Museum's eligibility for the Operating Support program and the presentation of a bill (HB 3139) that would call for the Arts Commission to take regional differences into consideration in determining Operating Support eligibility.

Goodwin asked about the status of conversations with the High Desert Museum related to the bill. Rogers said language changes are being considered related to definitions and whether the Arts Commission oversees policy versus rules.

The concept for the Trust's proposed loan program may turn into a bill. The Cultural Trust needs to be neutral because it is not part of the Governor's legislative agenda. Rep. Doherty said she would drop the bill but hasn't as yet.

Rogers pointed out the map showing Trust funding across the state by region. Niki Price said the map is really helpful but wondered if it could be organized by counties instead of regions. Aili Schreiner said it could be; the regions are consistent with how Business Oregon addresses state geography.

Morse asked if the map could be posted on the website. Eliza Canty-Jones asked if per capita funding could also be represented.

Mike Golub said it would be interesting if the map could also include a comparison of applications received versus those funded.

Rogers announced that Aisha McCoy will be leaving the Trust at the end of March to move to Arizona. She was the first person to hold the Office Manager position and has done an amazing job. The position needs to remain vacant for 60 days.

Workflow Mapping - Strategic Plan

Rogers said the staff is working with consultant Kira Higgs of Straight Talk to map the work of the strategic plan.

Morse said one of the reasons she and Arts Commission Chair Libby Tower asked for the workflow mapping was to be more aware of the work happening across both agencies.

Rogers walked through an example of the workflow mapping for Goal 1 , Objective 1A of the plan (Increase Donor Participation in the Cultural Trust Tax Credit by 2000 new donors in year one.

(Charlotte Fugate of the Malheur County Cultural Trust arrived at 10:30 a.m.)

Discussion around the goal to achieve 2,000 new donors, and that this is something the board and staff will need to reevaluate.

Golub said he thought the rebranding processing was very strong. He had hoped that it would get more traction than it did. He said we should be less shy about what we ask our grantees to do in support of the Trust.

Discussion about developing an action plan to work more closely with grantees and qualified organizations to promote the cultural tax credit.

Morales expressed concern about attrition of donors and suggested we analyze demographics of traditional versus new donors. Better understanding of the demographics will help us target new potential donors.

Morse said she'd like to see an action plan for retaining donors and re-engaging lapsed donors.

Raissa Fleming said our attrition tends to be due to divorce, death and financial circumstances. We don't tend to lose donors who are still able to give.

Discussion about marketing strategy and the timeline for making decisions about 2017 marketing direction.

Schreiner talked about the timeline for the donor survey and reviewed findings of the Trust's last donor survey.

Morse said the timeline for the donor survey needs to be accelerated.

Morales said it is important to focus both on grassroots efforts and leveraging relationships with cultural nonprofits.

Golub asked about outreach to accountants and CPAs. Schreiner said there has been some limited outreach; the challenge is staff time and resources.

Year End Stats/Marketing Strategy

Fleming said that calendar year 2016 is up \$6,000 over last year.

She reviewed the highlights of 2016 results.

Morse said what is noteworthy is the growth in the Willamette Week Give!Guide and Work for Art. Those are great examples of what works.

(John Tess joined the call at 11 a.m.)

Fleming said there are counties where we have few or no donors.

(David Huff joined the call at 11:01 a.m.)

Morales said there is a significant drop in mailed donations and a very small increase in online donations.

Schreiner said the 2016 campaign directed people to the website to give online.

Talking Points

Carrie Kikel presented messaging developed for the board for specific audiences. Tess said it would be helpful to add tax credit limits to the messages.

Kikel asked if the board would like to have the messaging developed into a pocket guide as a companion to board business cards. John Goodwin said yes.

Price asked about messaging for those who have no tax liability. If they owe no Oregon tax they are not eligible for the cultural tax credit so their gift would be a charitable donation.

YTD Budget Report

Draft 2018 Budget

Tess said he thinks we are on a good track to understand how the surplus was created and then spent down. He said we should discuss what happens to grant monies that are returned; currently they are not carried forward specifically for grant making.

Rogers talked about Business Oregon's involvement in managing Trust funds. He addressed the source of accumulated funds and reporting to the Board on the carryover and spending of those funds.

Morse asked why we cannot reallocate returned grants funds. Rogers said it's partly due to timing. Tess asked if there is something that prevents us from coming up with a plan to ensure the returned grant funds are spent on grants. Rogers said it's not currently possible within the Business Oregon budgeting system but he would check with them.

Rogers walked through the YTD budget. Discussion around the parts of the budget that are set in statute. The funds allocated to administration are set in statute. The only annual increase is for cost-of-living increases for current staff.

Discussion of the Oregon Arts Commission's historical financial support of Trust operations and how it has decreased since Senate Bill 411 was passed to designate more funds for Trust administration.

Rogers said Business Oregon budgeting runs from July 1 to June 30.

Discussion about contract spending and accounting for funds remaining on contracts.

Schreiner said that Business Oregon might mandate a reduction in grant allocation due to budget cuts. If the Arts Commission budget is cut significantly the Trust may be asked to fund half of the Executive Director's salary in addition to not receiving the scheduled \$75,000 funding allocation. The budgeting process should be concluded in June and we will know more then.

Cultural Moment - Tour of Four Rivers Cultural Center conducted by Matt Stringer, Executive Director.

Morse adjourned for the tour and lunch at 11:37 a.m.

Meeting was reconvened at 1 p.m.

Executive Committee Report

Morse announced that due to other time commitments, specifically his role as RACC chair and chair of their executive director search committee, Golub is no longer able to serve as Vice Chair. Morse thanked him for his service and expressed gratitude that Golub continues to serve as a board member. Chuck Sams has agreed to serve as Vice Chair.

Motion: Morse moved to elect Chuck Sams as Vice Chair of the Cultural Trust. Seconded by Goodwin. *Motion passed unanimously.*

Several board members will finish terms in the fall. Some are eligible for additional terms. Morse will have conversations with each board member who is eligible. Tess is ending his second term so will be moving off the board.

Year Ahead Report

Schreiner talked about the budget and timeline for the donor survey. Rogers asked if board members would like to participate in planning for the donor survey. Goodwin and Morse volunteered.

Schreiner talked about the technical assistance program the Partners are funding. Grants of up to \$1,500 to fund organizational development. Trust staff will administer.

Another project funded by the Partners is the Trust Impact Research Project to prepare for the campaign to renew the Cultural Tax Credit in 2019.

Morse asked if Poet Laureate Elizabeth Woody would be available to present at a future board meeting. Adam Davis said he would check her schedule.

Board Engagement/Board Committees

Golub said the board's goal is to move our business forward and support the staff's work. Project-based efforts such as the rebranding and the strategic planning process were productive. Ongoing committee work has been less productive. He proposed that board members participate in ad hocs.

Morse asked for more systematic communication with board members. Discussion about Rogers and Kikel developing a weekly email to board. Goodwin offered to share the communication he receives from the Portland Art Museum.

Morse asked what staff needs from the board for the strategic plan. Schreiner addressed the need to have the staff review the plan with an eye on resources. Discussion about revisiting some of the tasks that may warrant revision such as the number of new donors per year.

Discussion about the structure and process for mapping the strategic plan and Higgs' involvement. Rogers said Higgs' current contract ends with the development of the initial mapping.

When Morse asked about the value of individual board Ambassador portfolios created at the end of 2016, Goodwin, Price, Sams and Morales said they found them useful. Morse asked board members to update their own portfolios.

Morse asked if the board wants to dissolve the current standing committee. The consensus was yes. Price said the board should be responsive to staff requests and needs.

Morales said he would like to work on growing and strengthening membership of the Malheur County Cultural Trust.

Price asked about resources that could be shared with coalitions to support their Trust outreach. Schreiner said one of our greatest challenges is time and resources for supporting the coalitions. Morse said she will follow up with board members about engagement with their local coalition.

Partner Reports

Oregon Heritage Commission

April 26 and 27 is the Oregon Heritage Summit at Chehalem Cultural Center in Newberg. The focus will be on funding for heritage projects. Second day will be a back-to-basics workshop. Main Street and other partners will participate. Mayberry is looking at the creation of a communication toolkit for Heritage groups and continuing focus on digitization efforts.

State Historic Preservation Office

Chrissy Curran said the legislative session is keeping them busy. OPRD budget is the primary focus. An abandoned cemetery bill will ensure access for maintaining historic cemeteries. There is a controversial historic district conversation taking place in Portland's Eastmoreland neighborhood. Discussion about potential federal budget cuts. Curran gave an award to Congressman Blumenauer for his support of preservation projects.

Morse asked what programs may be at risk due to proposed federal budget cuts. Curran said it could impact the competitive grant program for underserved communities as well as funding for federal heritage areas.

Oregon Arts Commission

Rogers said the Governor has given the green light for reviving the Governor's Arts Awards, which will coincide with the Oregon Arts Summit on Friday, Oct. 6. The events will celebrate the Arts Commission's 50th Anniversary.

Creating Connections is in the second round of selecting sites for training workshops.

Grant panels are going online as a cost savings effort.

Oregon Humanities

Davis said they are seeing a huge spike in engagement in the Conversations Projects on topics such as immigration and human rights. The aperture of possibilities is wider than it's ever been.

"This Land" works with artists of color to tell stories in different formats. They are available online.

Morse asked how much of the Humanities budget comes from the NEH. Davis said about half.

Discussion about advocacy efforts related to federal funding for arts and humanities. Davis will be in Salem Tuesday with board members to meet with lawmakers. They will advocate for the Trust.

Oregon Historical Society

Canty-Jones said a digital vault is going online in a couple of months with thousands and thousands of images. OHS has six to eight million photos so it's a very small part of the collection.

OHS is contracting with an outside firm to renovate the "Oregon My Oregon" exhibit.

Oregon Historical Quarterly just published a special issue focused on the state of Jefferson.

"High Hopes," an exhibit focused on the life of John F. Kennedy, will open this weekend.

2017 is the centennial of US entry into WWI so an exhibit will commemorate that.

Adjourn

Morse reminded the board of the May 18 meeting in Klamath Falls.
Meeting adjourned at 2:33 p.m.

End