

**Oregon Cultural Trust
Board Meeting Agenda**

February Update Meetings

Meeting 1

Thursday

7-Feb-19

3:00 pm to 4:30 pm



**There are no action items on
this agenda**

Teleconference: 1-877-848-7030

Participant Code: 584 309

	3:00 PM	Welcome	Chuck Sams, Chair
1. Discussion Page 2	3:05 PM	Fall Campaign Update	Raissa Fleming, Administrative Assistant
2. Discussion Page 15	3:35 PM	Legislative Session Update	Chuck Sams and Brian Rogers, Executive Director
3. Discussion Page 21	4:05 PM	April 22 & 23 Board Meeting and Arts and Cultural Advocacy Day	Brian Rogers
4. Information Page 23	4:20 PM	Conversations with Funders	Aili Schreiner, Trust Manager
5.	4:30 PM	Meeting Concludes	Chuck Sams

**Oregon Cultural Trust
Board Meeting Agenda**

February Update Meetings

Meeting 2

Thursday

8-Feb-19

10:00 am to 11:30 am



**There are no action items on
this agenda**

Teleconference: 1-877-848-7030

Participant Code: 584 309

	10:00 AM	Welcome	Chuck Sams, Chair
1. Discussion Page 2	10:05 AM	Fall Campaign Update	Raissa Fleming, Administrative Assistant
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5.	11:30 AM	Meeting Concludes	Chuck Sams



February 7, 2019
Or February 8, 2019

TO: Oregon Cultural Trust Board
FROM: Brian Rogers, Executive Director
SUBJ: 2018 Campaign Review

During our campaign review, we will cover the following items.

1. Donation Stats - Raissa Fleming
2. Marketing budget over time - Aili Schreiner and Brian
3. Campaign presentation - Carrie Kikel

We are still working on cleaning up the final donations from the fall campaign; there are a few unique donations that need attention. Before our April meeting we would like to have another update meeting, to cover the final donations and propose an analytical research and reporting on our donations. This reporting will look at the relationship of the number of donors to our marketing budget as well as focus on strategies of our fundraising campaign.

See attached donation overview.

Donation Stats:

Below is a preliminary report on our calendar year donations, from 2016 to 2018. We have seen a decrease of \$365,724 in the amount raised in 2018. The total number of donors also decreased by 989. This decrease puts the amount raised and number of donors roughly at the 2016 campaign level.

Below are some preliminary stats

2018 Calendar year funds raised	\$4,528,244
2018 Calendar year gifts	8,821
2017 Calendar year funds raised	\$4,893,968
2017 Calendar year gifts.....	9,810
Change in total funds raised from 2017 to 2018.....	-\$365,724
Change in percentage of total donations	-7.5%
Number of gifts change	-989
Number of gifts change	-10%

Donations received through Willamette Week's Give Guide

Give Guide for 2018: \$381,124
 Give Guide for 2017: \$407,327
 Change in total raised though Give Guide -\$26,203
 Change in percentage raised -6.4%

New Donors calendar year 2018:1,352
 New Matching Gift Companies: SVI, Geventech,

Top five donating county breakdown

Multnomah..... \$1,509,443 #Donations.....3,153
 Lane\$644,658 #Donations.....1,198
 Washington.....\$528,788 #Donations.....1,053
 Clackamas..... \$326,164 #Donations..... 653
 Jackson \$317,114 #Donations..... 535

Low population counties

Gilliam, Pop. 1,932\$0
 *Wheeler, Pop. 1,375.....\$0
 Harney, Pop. 7,126 (1 donation)\$100
 Baker, Pop. 16,059 (5 donations) \$1,000
 Grant, Pop. 7,180 (1 donation)..... \$1,000

Washington State (28 donations).....\$11,444

**note only 6 donors in the history of the Trust*

2018 Preliminary Campaign Report

In the following presentation, we will share an overview of our 2018 marketing campaign. A comprehensive overview of the 2018 campaign is scheduled for spring, 2019. Our goal is to assemble a comprehensive, multi-year overview of donor participation, marketing budgets and corresponding strategies and outcomes. We will be reaching out to members of the Campaign Ad Hoc Committee with a request to participate in this analysis with us.

Requested Action:

Informational only For board input/discussion For board action

**Oregon Cultural Trust
Calendar Year (Jan 2018 to Dec 2018) Comparison**

	Amount	\$ Change	% Change
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Donations (Calendar Year)

2018	\$4,528,244	-\$365,724	-7.5%
2017	\$4,893,968	\$326,768	6.7%
2016	\$4,567,200		

Number of donations

2018	8,821	-989	-10.1%
2017	9,810	646	7.0%
2016	9,164		

Number of new donors

2018	1,355	-287	-17.5%
2017	1,642	584	55.2%
2016	1,058		

Oregon Cultural Trust, Marketing Budget History

<i>Cultural Trust License Plate Revenue</i>	<i>FY16</i>	<i>FY17</i>	<i>FY18</i>	<i>FY19</i>	<i>Total Average</i>	<i>Average Change over Time in \$</i>	<i>Total change over Time in %</i>
	\$312,000	\$340,000	\$374,000	\$365,000	\$347,750	\$53,000	15%

<i>Cultural Trust Marketing Budgets</i>	<i>FY16</i>	<i>FY17</i>	<i>FY18*</i>	<i>FY19</i>	<i>FY19 (rev)</i>	<i>Total change over Time in \$</i>	<i>Total change over Time in %</i>
<i>Advertising</i>	\$185,000	\$175,000	\$170,000	\$160,000	\$160,000	-\$25,000	-14%
<i>Printing & Direct Mail</i>	\$55,000	\$55,000	\$40,000	\$50,000	\$30,000	-\$15,000	-28%
<i>Other</i>	\$132,000	\$190,000	\$40,000	\$5,000	\$5,000	-\$127,000	-67%
<i>Total Budget</i>	\$372,000	\$420,000	\$250,000	\$215,000	\$195,000	-\$225,000	-54%

<i>Difference Plate Revenue to Budget</i>	\$60,000	\$80,000	-\$124,000	-\$150,000	-\$152,750	-\$92,750	15%
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*In FY18, 1 FTE personnel expenses were transferred to the marketing budget.
 FY17 new website and brand project; used carry forward balance

Oregon Cultural Trust

2018 Donor Campaign Summary and Results

February 4, 2019

Grassroots Outreach

Eugene Area CNPs

- Ballet Fantastique – *Donor Appreciation Event*
- Chamber Music Amici – *Fall Concert*
- Cottage Theater – *The Fanstasticks*
- Eugene Ballet Company – *The Nutcracker*
- Eugene Symphony – *The Red Violin Performance*
- Eugene/Springfield Youth Orchestras – *Winter Concert*
- Jazz Station/Willamette Valley Jazz Association – *Fundraiser*
- KLCC– *Major Donor Appreciation Luncheon; Board presentation*
- The Motet Singers – *Holiday Concert*
- Oregon Children's Choir – *Winter Concert*
- Oregon Contemporary Theater – *Donor Appreciation*
- Oregon Mozart Players - *Concert*
- Radio Redux – *Cowboy Christmas*
- SMART Reading/Lane County – *Board Meeting; "SMART Sip" Fundraiser*

Eugene Area - Other

- Eugene Chamber of Commerce – *Business Expo Booth*
- Financial Planning Association of mid-Oregon – *Chapter Meeting Presentation*
- Isler CPAs - *Presentation*
- Buller, White, Olsson & Rosenberg CPAs - *Presentation*
- Mischel Lewis & Dixson CPAs *Presentation*

Portland Metro Area CNPs

- All Classical Portland- *Open House*
- Lakewood Theatre - *Inherit the Wind*
- Broadway Rose Holiday Show - *A 1940s Radio Christmas Carol*
- Bag & Baggage - *Bell, Book & Candle*
- Portland Playhouse - *Christmas Carol*
- Artists Repertory - *It's a Wonderful Life*
- Northwest Children's Theater - *Mary Poppins*
- Portland Center Stage - *Twist Your Dickens*
- Oregon Ballet Theatre - *The Nutcracker*
- Oregon Symphony - *Tim Burton's Nightmare Before Christmas*

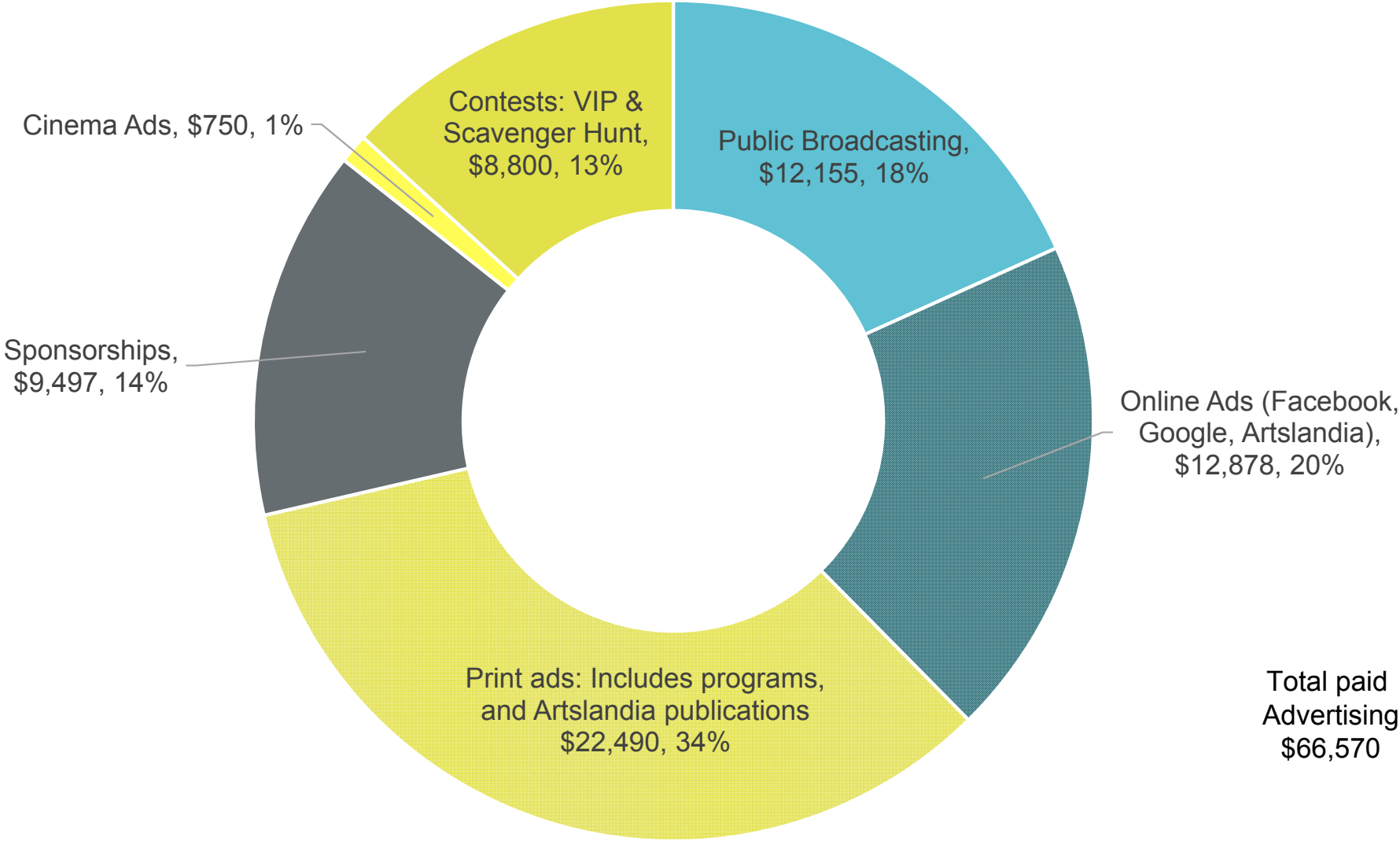
Portland Metro - Other

- Johnstone Financial Art Opening Event with Clackamas County Arts Alliance

Southern Oregon

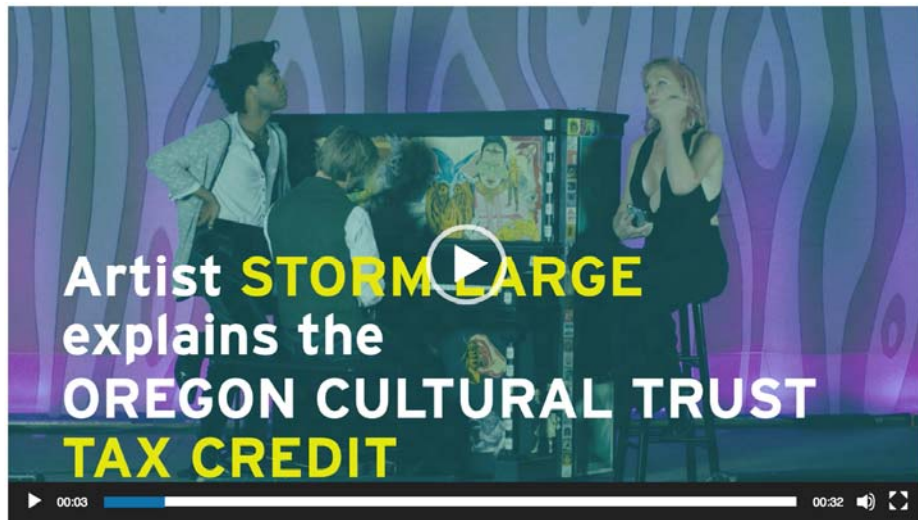
- SMART- *Leadership Council meeting*

Media Spending, by Medium



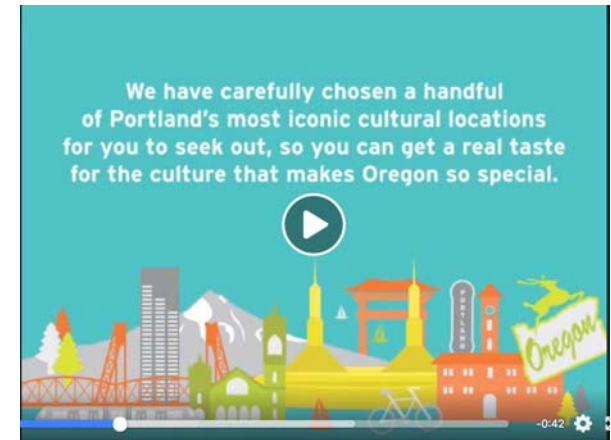
New Campaign Creative

- All new videos with artists were used in organic and paid social media posts, in newsletters and on our website blog. The “how to” animation is on the website.



Contests Helped Gather Contact Information

- VIP Adventure Across Oregon (Portland Metro)
 - Emails collected: 580
 - Method: Signups at Opening Night events and via online digital/social campaign
- Oregon Cultural Trust Scavenger Hunt (Portland Metro)
 - Emails collected: 98
 - Organic use of hashtags: 11 people
- National Geographic Live Ticket Raffle (Eugene)
 - Emails collected via raffle at tabling: 105
- Contacts received were sent an automatic email that provided information about the Cultural Trust



Video and sidewalk graphics for Scavenger hunt

Digital Media: Paid and Unpaid

- Paid ads on Facebook, Instagram, Artslandia, OPB, KLCC's app, Give!Guide and Google Search were used to attract prospective donors
- Organic social media posts highlighting impact stories were leveraged to engage and activate our supporters
- Facebook, Google and Instagram paid ads drove 6,750 clicks to the website landing page (detailed stats on other platforms will be provided in detailed campaign analysis)

	Clicks	Impressions	CTR
Facebook/ Instagram Ads	4,849	339,392	2.07%
Google Search Ads	1,901	67,544	2.81%

- Facebook click through rate (CTR) was nearly triple the average of .9%
- Google Search CTR was lower than the 3.17% average
 - Lower rate is likely due to difficulty in matching keywords with what we're offering
- Organic and paid Facebook posts increased page followers by 94 to 6,179


Organic Facebook Posts with Highest Reach, 10/1-12/31/18

Hunter Noack grew up loving the outdoors AND music. Hear how that led to classical concerts in Oregon's most amazing landscapes... and how much he values our work. Thank you, Hunter!



Hunter Noack on the value of arts and culture
01:27 HUNTER NOACK PIANIST

Honoring one of Oregon's first peoples!
The Chetco Indian Memorial Project sits on land directly atop the remains of a Chetco Indian Village near the mouth of the Chetco River in Brookings.
There was a near-absence of history in the Brookings-Harbor area about the Chetco Indian people, who were the earliest known inhabitants of the Chetco River Valley. ... See More



Restore Oregon recently released its annual list of Oregon's most endangered historic buildings.
Do you know one of them?
Part of our mission is to protect Oregon's history and heritage. As Jamie Hale says in this Oregonlive.com story, "without someone to keep them alive, the stories our older buildings tell will crumble and vanish, taking a rich piece of our history along with them."... See More



OREGONLIVE.COM
Oregon's 12 most endangered places for 2019
Every building tells a story, but these historic buildings are in danger of...

Reach, left to right

Hunter: 7,297

Chetco: 6,524

Restore OR: 4,764

Portland Monthly Magazine helps us expose Oregon's best-kept secret!



PDXMONTHLY.COM
Oregon's Best-kept Secret – How the Cultural Trust Protects Our Quality of Life
Learn More

We get it, Oregon. Tax talk is confusing.
So we created this step-by-step video to help communicate how the Oregon Cultural Trust Tax Credit works.
Let us know what you think!... See More



DOUBLE THE LOVE
of Oregon Tax CREDIT
of Oregon Tax CREDIT
Oregon Cultural Trust Tax Credit
Send Message

A diamond in the rough shines again!
One of the projects supported by a 2018 Cultural Trust grant to the Oregon State Historic Preservation Office was the restoration and renovation of the Historic Central Hotel in Burns.
Vacant for more than 40 years, the hotel is now reopened as one of the area's most popular boutique hotels... all because Oregonians care about protecting their history and heritage!... See More




PDX Monthly: 3,230

Trust Animation: 3164

Hotel: 2855

Storm on the value of arts and culture. We couldn't agree more!




Storm Large: The Impact of Funding Arts & Culture
00:57

Show us your culture, Oregon!
In celebration of Days of Culture (Oct. 1-8) we invite you to post photos of your cultural experiences with hashtag #ORCulture.
All who post on Facebook, Twitter or Instagram will have a chance to inspire an original poem by Oregon Poet Laureate Kim Stafford. ... See More



We have a winner!
Congratulations to the OSLP Arts & Culture Program of Eugene – their Trains of Eugene mural image was drawn as the winner of the 2018 Days of Culture campaign. The program was created to ensure access to the arts for people with disabilities.
The image will now inspire an original poem by Oregon Poet Laureate Kim Stafford – when the poem is ready we will post it with the photo. ... See More



Storm Impact: 2,190

DOC Launch: 2,441

DOC Winner: 1,730

Earned Media

EUGENE weekly



HOW TO DONATE TO

THE Arts — FOR FREE

The Oregon Cultural Trust lets taxpayers divert money from the general fund to help arts groups. By Taylor Perse

In the final days of the holiday season, the best gift may not be a present that ends up under your tree. If you have given money to certain cultural nonprofits in 2018, you will have time to give to the Oregon Cultural Trust — and it may not cost you a dime.

The trust is a nonprofit founded in 2001 to support culture in Oregon. The money it receives helps more than 1,400 organizations in the state, including such diverse local groups as the Eugene Public Library Foundation, R.L.C. radio and Hour Children's Theater.

What makes the trust unique is it allows people who support the arts to divert their Oregon income taxes to fund cultural organizations. Unfortunately, not many people take advantage of this opportunity.

"I think it's a saving with your dollars," says Leo Bell, head of marketing for the trust. "You're saying: I would rather this money go towards arts in my state than just into the general fund."

You can, without cost, donate to the trust up to the total amount you have already given to approved cultural nonprofits in Oregon. Up to \$500 of that donation will be returned to you as a tax credit.

Let's say you donate \$200 to the Eugene Public Library Foundation. Then, you give a matching amount of \$300 to the trust.

When you file your Oregon income taxes next year you can receive a \$500 tax credit for that donation to the trust. That means you'll have the \$500 added to your refund or taken off the amount you owe. In the end, you'll have paid \$300 to make a \$1,000-dollar impact on culture in Oregon.

Donations made to the trust are placed into its general fund, which offers three different grant programs. One is

a Cultural Partner Grant, which goes to free-researching nonprofit organizations such as the Oregon Historical Society. The second is a Cultural Development Grant, which is application-based, and last is the County Challenge Grant, which provides each county with funds to distribute to various cultural entities.

Perhaps because of its slight complexity, about 95 percent of eligible taxpayers do not take advantage of the tax credit, Bell says. Of 250,000 taxpayers who made donations to qualifying nonprofits, only 9,000 people make the matching — and cost-free — donation to the trust to receive the credit.

HOW TO GET YOUR TAX CREDIT

- Add all your donations made in 2018 to Oregon cultural nonprofits. A list of qualifying organizations can be found at culturaltrust.org/invested-under ("find a nonprofit").

- Donate a matching amount to the Oregon Cultural Trust by Dec. 31.

- You can claim the entire donation to the trust — up to \$500 — as a tax credit on your Oregon income tax return. That amount will be taken off your state income tax bill or added to your refund.

A big reason the people don't take the opportunity for the tax credit, Bell says, is because they do not understand the difference between tax credits and tax deductions.

Unlike a tax deduction, which simply reduces your taxable income, a tax credit reduces your tax bill. If you owed \$300 in state taxes and received a \$200 tax credit by donating \$200 to the trust, you would only owe \$100.

Another reason that few people have used the tax credit, Bell says, is because of the goal of past marketing campaigns.

"They had advertising that focused on culture and the diversity and beauty of culture in Oregon rather than talking about the tax credit," she says.

Brian Rogers, executive director of the Oregon Cultural Trust, says the traditional marketing campaign had a hard time getting the word out. Last year, the trust shifted its marketing to provide a clearer explanation of the tax credit.

The result is that donors to the trust have increased by 55 percent, the biggest increase they have ever experienced, Rogers says. Donors gave 6.7 percent more in total donations, leading to a record \$4.8 million for the trust.

The increased donations to the trust means more money for culture in Lane County. In 2018, Lane County arts and cultural organizations received \$41,000. The amount has increased each year from \$37,490 in 2015.

Overall, 1,100 people in Lane County made donations in 2018 to the approved cultural nonprofits. Rogers believes this model of raising small funds from a large number of people works, because people like to participate in these opportunities.

"The return is really high," Rogers says. "Other states don't really have this." ■

WILLAMETTE WEEK'S

give GUIDE

KEEPING IT CULTURED
TRIPLE YOUR IMPACT
WITH THE OREGON CULTURAL TRUST

Article in the 2018 *Willamette Week* Give!Guide, 11/1/18

The Register-Guard

Excerpt from Don Kahle's weekly column on 12/27/18:

If you don't know about the Oregon Cultural Trust, you should. Here's how it works. If you donate up to \$500 to any (or many) of the hundreds of cultural non-profits registered with in Oregon, you can then donate the same amount to the Oregon Cultural Trust, which then gives grants to arts organizations across the state.

Your OCT donation earns you an equivalent state income tax credit, so your second donation costs you nothing. The state is essentially doubling your donation's impact on behalf of the arts in Oregon. It's a program that is unique to Oregon, but we'd be more than happy to share the concept with the rest of the nation.

This is, after all, the season of giving.

Prominent article in the 2018 *Eugene Weekly* Give Guide, 12/27/18

More to come.



February 7, 2019
Or February 8, 2019

TO: Oregon Cultural Trust Board
FROM: Brian Rogers, Executive Director
SUBJ: Legislative Update

As part of Business Oregon's presentation to Ways and Means' Subcommittee for Transportation and Economy I will give an overview of the Cultural Trust and Arts Commission. The overall presentation last for four days from February 25 to 28, a couple of hours each day; our presentation will be on the third day, February 27.

We have been cross referencing impact stories from organizations and projects in each of the committee member's districts. Currently we anticipate presenting to three different committees, possibly four (see below). There are a few unknowns as we have learned the senate process has changed.

Tax Credit Reauthorization

There are three bills currently for the tax credit, Senate Bill 199 (6 Yrs.), House Bill 2052 (10 Yrs.), and House Bill 2132 (6 Yrs.).

House Bill 2052 was submitted By Governor Kate Brown and proposes to extend the tax credit for 10 years. This bill will have a public hearing for the [House Committee On Economic Development](#) on Monday, February 18, from 1:00 pm to 3:00 pm. As I understand it, the Trust tax credit is the main topic for the hearing. We are currently working on a presentation and list of people to testify. I have been in constant communication with Sue and Paul from the CAC as well as Chuck.

It is expected that the bill will then move on to the [House Committee On Revenue](#), and from there will go to the [Joint Committee On Tax Expenditures](#).

House Bill 2132 extends the tax credit for six years and was introduced by the House Committee on Revenue and will follow the same path as HB 2052.

Senate Bill 199 was reviewed by the Senate Committee for Finance and Revenue on February 5. The Trust tax credit was reviewed along with other bills and returned to President Courtney for re-referral. It is expected that this bill will be sent to various policy committees, which has been the norm, before referral to the [Joint Committee On Tax Expenditures](#) (JTCE formerly JTAX).

Chair Hass's (Finance and Revenue) comments suggest, however, that the legislature is dispensing with that whole pretense of process and analysis, and that the Senate President

would just send them all on to JTCE, which he noted would meet in the coming weeks or months.

The Trust administration budget is currently on a place holder, Legislative Concept 3367, which will develop as needed. Nick Batz, Business Oregon, met with our Legislative Fiscal Officer (LFO) who said that she is well aware of what happened to our admin budget and that the license plate revenue dedicated to marketing and promotion will expire in June. She is working on possible solutions administratively.

For the Arts Commission we are also working on the grants and administrative budgets. General Fund increases are difficult to achieve. Currently, we are at the modest 'current service level' which means a 3 percent increase.

Requested Action:

Informational only For board input/discussion For board action

Senate Bill 199

Printed pursuant to Senate Interim Rule 213.28 by order of the President of the Senate in conformance with pre-session filing rules, indicating neither advocacy nor opposition on the part of the President (at the request of Senate Interim Committee on Finance and Revenue)

SUMMARY

The following summary is not prepared by the sponsors of the measure and is not a part of the body thereof subject to consideration by the Legislative Assembly. It is an editor's brief statement of the essential features of the measure **as introduced**.

Extends sunset for tax credit for contributions to Trust for Cultural Development Account.

A BILL FOR AN ACT

1
2 Relating to tax credits for contributions to the Trust for Cultural Development Account; amending
3 section 19, chapter 954, Oregon Laws 2001.

4 **Be It Enacted by the People of the State of Oregon:**

5 **SECTION 1.** Section 19, chapter 954, Oregon Laws 2001, as amended by section 35, chapter 913,
6 Oregon Laws 2009, and section 8, chapter 750, Oregon Laws 2013, is amended to read:

7 **Sec. 19.** ORS 315.675 applies to tax years beginning on or after January 1, 2002, and before
8 January 1, [2020] **2026**.
9

NOTE: Matter in **boldfaced** type in an amended section is new; matter [*italic and bracketed*] is existing law to be omitted. New sections are in **boldfaced** type.

House Bill 2132

Introduced and printed pursuant to House Rule 12.00. Pre-session filed (at the request of House Interim Committee on Revenue)

SUMMARY

The following summary is not prepared by the sponsors of the measure and is not a part of the body thereof subject to consideration by the Legislative Assembly. It is an editor's brief statement of the essential features of the measure **as introduced**.

Extends sunset for tax credit for contributions to Trust for Cultural Development Account.

A BILL FOR AN ACT

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7 **Sec. 19.** ORS 315.675 applies to tax years beginning on or after January 1, 2002, and before
8 January 1, [2020] **2026**.

9

NOTE: Matter in **boldfaced** type in an amended section is new; matter [*italic and bracketed*] is existing law to be omitted. New sections are in **boldfaced** type.

House Bill 2052

Introduced and printed pursuant to House Rule 12.00. Pre-session filed (at the request of Governor Kate Brown for Oregon Business Development Department)

SUMMARY

The following summary is not prepared by the sponsors of the measure and is not a part of the body thereof subject to consideration by the Legislative Assembly. It is an editor's brief statement of the essential features of the measure **as introduced**.

Extends sunset for tax credit for contributions to Trust for Cultural Development Account.
Takes effect on 91st day following adjournment sine die.

A BILL FOR AN ACT

1
2 Relating to the cultural development tax credit; amending section 19, chapter 954, Oregon Laws
3 2001; and prescribing an effective date.

4 **Be It Enacted by the People of the State of Oregon:**

5 **SECTION 1.** Section 19, chapter 954, Oregon Laws 2001, as amended by section 35, chapter 913,
6 Oregon Laws 2009, and section 8, chapter 750, Oregon Laws 2013, is amended to read:

7 **Sec. 19.** ORS 315.675 applies to tax years beginning on or after January 1, 2002, and before
8 January 1, [2020] **2030**.

9 **SECTION 2.** **This 2019 Act takes effect on the 91st day after the date on which the 2019**
10 **regular session of the Eightieth Legislative Assembly adjourns sine die.**

11

NOTE: Matter in **boldfaced** type in an amended section is new; matter [*italic and bracketed*] is existing law to be omitted.
New sections are in **boldfaced** type.

D R A F T

SUMMARY

Directs Trust for Cultural Development Board to study issues related to administration of Trust for Cultural Development Account and report to appropriate committee or interim committee of Legislative Assembly.

A BILL FOR AN ACT

Relating to the administration of the Trust for Cultural Development Account.

Be It Enacted by the People of the State of Oregon:

SECTION 1. The Trust for Cultural Development Board shall study issues related to the administration of the Trust for Cultural Development Account established by ORS 359.405 and report to an appropriate committee or interim committee of the Legislative Assembly on the results of the study no later than September 15, 2020.



February 7, 2019
Or February 8, 2019

TO: Oregon Cultural Trust Board
FROM: Brian Rogers, Executive Director
SUBJ: Trust Board Meeting and Arts and Culture Advocacy Day

We would like to hold our Board Meeting on **Monday, April 22**, in Salem as a joint meeting with the Arts Commission. We had previously thought we would hold separate board meetings, but combining would be extremely helpful. We would like your input about having a joint meeting.

The draft agenda items for a joint meeting would be

- Spending plan forecasting
- Legislative session
- Planning process

As the spending plans for both the Cultural Trust and Arts Commission are impacted by each other, we feel it is important to begin to build an understanding of them and how the relationship works.

The legislative session update will include an update on current activities and process.

The strategic plans for the Cultural Trust and Arts Commission are due to expire in 2020 and 2021, respectfully. Last planning process we did joint town hall meetings to collect input from the field and general public. We then separated to work on the results of the town meetings and how they impacted our plans. We would like to discuss the process of developing new plans and how a joint process might occur after the town halls.

The Coalition Summit start with a lunch and then content sessions/roundtables. We are asking board members to attend and would like to look at possible roles for board members in the sessions. We would also host a reception and then go to dine arounds.

Arts and Culture Advocacy day is the following day on April 23; we are expecting board members to attend and visit legislators as well.

Attached is a draft schedule of the two days.

Requested Action:

Informational only For board input/discussion For board action

Arts Commission and Cultural Trust Joint Board Meeting Trust's Coalition Summit		Cultural Advocacy Coalition's Arts and Cultural Advocacy Day	
Location/Time	Monday, April 22	Location/Time	Tuesday, April 23
9:00 AM Dye House	OAC & OCT Joint Board Mtg <ul style="list-style-type: none"> • <i>Spending plan forecast</i> • <i>Legislative Session</i> • <i>Planning Process</i> 	8:30 am Chambers	Kim Stafford Opens Legislative Session
		10:00 AM Dye House	Advocacy 101 (CAC)
12:00 PM Spinning Room & Dye House	Coalition member welcome, Lunch Coalition Skill Building Best Practices and Sessions	12:00 PM Dye House	Lunch for all
		1:00 PM Capitol	<i>Lobby performances</i> <i>Legislative Visits</i>
		3:00 PM Capitol	CAC Board Mtg. OAC and OCT Board Chairs are Invited
5:00 PM Spinning Room	Evening Reception Coalition members, OAC/OCT/CAC members, legislators, etc.	5:00 PM Restaurant <i>tbd</i>	
7 pm, Restaurant <i>tbd</i>	Dine Arounds		

All meeting rooms are in the Willamette Heritage Center



February 7, 2019
Or February 8, 2019

TO: Oregon Cultural Trust Board
FROM: Aili Schreiner, Trust Manager
SUBJ: 2019 Conversations with Funders and Partners Schedule

Trust Manager Aili Schreiner will join with colleagues from the Cultural Trust's Statewide Partners and other funders Feb. 12 through March 11 for "Conversations with Funders and Partners," a seven-stop series of application workshops. Attendees will learn about funding programs available from multiple grantmakers and will have the opportunity to discuss their projects and programming. Other statewide programming resources and application preparation guidance (three locations) also will be presented.

Participating will be representatives from County Coalitions and the Cultural Trust's Statewide Partners - the Oregon Arts Commission, Oregon Heritage, Oregon Humanities, Travel Oregon and the Oregon State Historic Preservation Office - as well as counterparts from The Oregon Community Foundation (most locations), the James F. and Marion L. Miller Foundation and Portland's Regional Arts and Culture Council (Portland location). The Collins Foundation and the Ford Family Foundation will also participate in select locations (tbd).

As a special bonus for potential applicants, the events in Lincoln City, La Grande and Roseburg will be combined with free application writing workshops presented by Meredith Howell of Travel Oregon. The application writing workshops are scheduled for 9 a.m. to noon in Lincoln City and La Grande and from 1 p.m. to 4 p.m. in Roseburg, all in the same locations. Travel Oregon will also participate in the Conversations events in those locations.

Organizations encouraged to attend "Conversations with Funders and Partners" include libraries, arts organizations, museums, cultural centers, historical societies, arts alliances, literary groups and heritage organizations. All cultural nonprofit organizations are welcome. Among the funding opportunities discussed will be the Cultural Trust's 2019 Cultural Development Program; application guidelines will be posted on the Trust website Friday, Feb. 8, with an April 19 application deadline.

"Conversations with Funders and Partners" begin Tuesday, Feb. 12, in Bandon and conclude in Roseburg on Monday, March 11. Registration is not required.

The full schedule is*:

- **Bandon:** 2-5 p.m., Tuesday, Feb. 12, Bandon Conference & Community Center

(Room 4) 1200 11th St SW, Bandon, OR 97411

- **Eugene:** 12-3:30 p.m., Wednesday, Feb. 13, Eugene Public Library

(Bascom-Tykeson Room) 100 W 10th Ave, Eugene, OR 97401

- **Lincoln City*:** 1:30-5 p.m., Tuesday, Feb. 19, Lincoln City Cultural Center

(Auditorium) 540 NE Hwy 101, Lincoln City, OR 97367

- **East Portland:** 4-7 p.m., Wednesday, Feb. 20, Portland Community College (Southeast Campus Community Hall) 2305 SE 82nd Ave, Portland, OR 97216

- **La Grande*:** 1:30-5 p.m., Tuesday, March 5, Island City Hall

(Community Meeting Room) 10605 Island Ave, Island City, OR 97850

- **Bend:** 2:45-5:45 p.m., Thursday, March 7, Downtown Bend Public Library

(Brooks Meeting Room) 601 NW Wall St. Bend, OR 97701

- **Roseburg*:** 4:15-6 p.m., Monday, March 11, Ford Family Foundation

1600 NW Stewart Pkwy, Roseburg, OR 97471

***Please note:** Free grant application prep workshops, presented by Travel Oregon, will precede the events in Lincoln City, La Grande and Roseburg. The workshops are scheduled for 9 a.m. to noon in Lincoln City and La Grande and from 1 to 4 p.m. in Roseburg, all at the same event locations.

Trust board members are welcomed and encouraged to attend, and special thanks to Niki Price for hosting the coast event at the Lincoln City Cultural Center!

Requested Action:

x Informational only For board input/discussion For board action

[if action is requested, draft recommended motion language here]