

**Board Meeting Minutes
Oregon Cultural Trust
Running Y Ranch
Klamath Falls, Oregon
May 18, 2017**



Board Members Present: Carole Morse, Chair
Chuck Sams, Vice Chair
John Goodwin
Bereniece Jones-Centeno
Nathalie Johnson (via phone)
Niki Price
Gayle Yamasaki

Board Members Absent: Representative Margaret Doherty
Senator Elizabeth Steiner Hayward
Mike Golub
Gustavo Morales
John Tess
Chris Van Dyke

Partners Present: David Huff, Oregon Arts Commission
Todd Mayberry, Oregon Heritage Commission
Carol Shellhart, Oregon Humanities

Partners Absent: Chrissy Curran, State Historic Preservation Office
Eliza Canty-Jones, Oregon Historical Society

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

Welcome and Call to Order

Carole Morse called the meeting to order at 11:06 a.m.

She thanked Gayle Yamasaki for setting up a tremendous reception and thanked everyone for traveling to Klamath Falls.

Minutes Approval

Morse asked about adding counties to the grant map. Brian Rogers said it will be done for the July meeting.

Morse asked about the new board messaging tools. Carrie Kikel shared them with board members.

Motion: John Goodwin moved to approve the minutes. Seconded by Yamasaki.

Motion passed unanimously.

Executive Director's Report

Rogers said the state hiring freeze will delay hiring a new office manager. He is trying to extend the hours for the temporary staff person to provide staff support.

The Governor has imposed a statewide 10 percent reduction in travel. It will require less travel for Cultural Trust board meetings.

Folklife Network is at risk of losing University of Oregon funding. The Partners will discuss possible funding for the Folklife Network at a future meeting.

Discussion about Business Oregon's strategic planning process and development of new internal procedures and processes.

Rogers talked about events he recently attended and an award John Tess received at the Heritage Summit. The board collectively congratulated Tess on his award.

He encouraged board members to begin thinking about events and board meetings where Trust messaging could be shared. Now is the time to plan appearances for the fall campaign season.

Discussion of changes to the ALF program. Rogers will graduate in June.

A small group will be meeting next week to discuss adding more arts standards to Oregon's education plan.

Governor Brown is reinstating the Governor's Arts Awards in honor of the 50th Anniversary of the Arts Commission. The announcement is scheduled for Monday, May 22, and nominations are due by June 30.

Discussion of the Arts Summit and the NASAA Leadership Institute.

Ad Hoc Donor Survey

Aili Schreiner said that the Trust's donor survey is now happening. The current donor survey has been completed by 689 people. The prospective donor survey has been completed by 650. Those taking the prospective donor survey have been asked if they would like to participate in the June 5 focus group.

Huge thanks to the 12 organizations that share the survey with their donors.

Yamasaki asked if she would receive the survey if she donates to one of the 12 organizations on the survey list. Schreiner said yes.

Morse asked if the focus group will be prospective donors. Schreiner said yes and that DHM will screen volunteers to finalize the focus group membership.

2017 Campaign Ad Hoc

Kikel said an RFP is going out very soon to select a firm to strategize and conduct the 2017 campaign. The RFP calls for a focus on cultural donors and will include a performance-based compensation approach.

Discussion about who will receive the RFP and how the contractor will be selected.

Niki Price asked if the campaign will also focus on lapsed donors. Kikel said not at the current time. Discussion of collecting data on why donors lapse.

Yamasaki suggested the Trust freshen its online thank you message. Schreiner said she would review the language.

Rogers said grant recipients will be required to sign a commitment for Trust marketing as condition of receiving a grant award. The top priority will be to ask organizations to provide a bounce-back message about the Trust when someone donates online.

The Trust will also continue partnerships with Give!Guide, OPB, Artslandia and others. In addition board and staff will continue to present at organizations that receive large grants.

Discussion about the Trust license plate and the potential to increase the number of plates, in addition to encouraging plate holders to donate to the Trust. Schreiner requested and received the list of Trust plate holder from Department of Motor Vehicles. There are around 26,000 plate holders; staff will work on developing a plan to outreach to them.

Morse called for a lunch break at 12:09 p.m.

Meeting reconvened at 12:44 p.m.

Tax Credit Renewal Strategy

The tax credit is scheduled to sunset in 2019. There are a number of people we need to include in the effort to renew it. Rogers will create a board ad hoc to steward the process. Morse and Chuck Sams volunteered for the ad hoc.

Rogers, Morse, Sams, Schreiner and Kikel will meet with Bob Speltz Tuesday, May 23, to review materials and approach of the last tax credit renewal campaign.

Discussion of the upcoming impact study to be funded by the Trust Partners. The study will take six to eight months. The findings will inform the renewal campaign for the tax credit.

Sams asked Rogers if he had looked at the legislative concept for the 2013 renewal. Rogers said he would look it up.

Discussion about how to build of list of cultural supporters who will be willing to testify on behalf of the Trust.

Cultural Development Grants/Panels

Schreiner said the number of grant applications continues to rise; this year there are about 180. She reviewed the grant categories and the process for FY2018 grants. The application included a question about how organizations address equity for the first time. Schreiner is compiling the responses and will share them with the board.

Conversations with Funders gatherings were well-attended and featured as many as nine funders.

The largest number of applications was for capacity grants, showing a growing need for operations and infrastructure support.

Schreiner reviewed the grant panel schedule. Yamasaki asked about the "11 deemed non competitive." Schreiner said it should read "not eligible."

The panels are extremely time-consuming. There is discussion about following the Arts Commission's lead in holding virtual panels in the future.

Discussion about panel makeup and expertise.

Schreiner attended a UofO workshop on equity in arts and culture and the group is interested in seeing the information the Trust is gathering from applicants.

Discussion about possibly splitting panels in the future so that reviewers are not asked to read more than 25 applications.

Price asked about how the scoring is calibrated between panels. Rogers said the Trust uses an algorithm to align scores across panels.

Morse thanked everyone for their work at this very busy time.

Below are the Cultural Development Panel dates and board member panel chairs.

Preservation, May 25 Niki Price

Access, June 1 - Gayle Yamasaki

Capacity, June 8 - Gustavo Morales

Creativity, June 15 - Bereniece Jone-Centeno

YTD Budget Report

Rogers established monthly meetings with Treasurer John Tess; their discussion resulted in the packet memo and budget report.

Rogers said we are projecting a very similar budget for FY2018 as we had for FY2017.

One difference is the elimination of the annual contribution from the Arts Commission.

Rogers walked board members through the budget spreadsheet.

The accumulated surplus came from interest, returned grants and budget savings such as we are experiencing with the vacant office manager position. The surplus was spent down through the rebranding and website development projects.

Discussion about where monthly allocations appear on the budget form. Rogers will make some adjustments.

The fiscal office has changed its coding and budget format approach. Schreiner and Rogers are making some requests related to compatible coding for the Trust budget.

Discussion about the grants budget and how unspent grant money is carried over or allocated. There is a 60 percent limit on the money that can be allocated to grants and operations each year. Rogers clarified that the accumulated surplus cannot be used as revenue or grant money. Accumulated surplus is allocated to operations and marketing as directed by Business Oregon's Fiscal Office. Rogers has requested a written response from Fiscal Office in regard to a request to allocate returned grant funds to future granting. Additionally, Fiscal Office will present at the July board meeting.

Yamasaki and Bereniece Jones-Centeno said it doesn't seem right that returned grant money cannot be used for grants.

Goodwin asked if organizations are penalized for returning grant funds. Schreiner said no, they are free to apply again.

Raissa Fleming announced that we have exceeded last year's fiscal year donation amount by \$6,000.

Discussion about lapsed donors and retention rates. Board requested an analysis of the percentage of donor retention from year to year.

Workflow Mapping: Strategic Plan, Re-Evaluate Objectives

Rogers gave some background on the work that has been happening. The goal was to achieve an overview of events and activities happening at the Arts Commission, the Oregon Cultural Trust and Business Oregon. The mapping is a visual representation of the work.

Rogers reminded the board that the strategic plan does not represent the majority of what we do; it is mostly new initiatives.

Discussion about Goal 1 and whether the campaign goal should remain at 2,000 new donors. The board agreed to keep the goal at 2,000 in light of the decision to engage a performance-based compensation contract with a marketing/fundraising firm.

Rogers walked through the remaining tasks in Goal 1. Morse asked if the board wanted to defer the corporate donor goal. There are 25 corporate donors; about 10 give at the tax credit maximum. Goodwin asked if we should focus on increasing the gifts of current corporate donors.

Sams asked why the Cultural Trust doesn't give a presentation at the annual Leadership Summit. Rogers said we will look into it.

Goal 2 - Redirect focus to cultural donors who do not donate to the Trust. RFP is posted for a performance-based compensation marketing/fundraising campaign strategy.

Discussion about continuing and increasing meetings with cultural organization's marketing and development directors to focus communications strategies for their donors and audiences.

Discussion about Goal 3 and lack of resources to support coalitions and other partners. Schreiner added that cultivating coalition relationships is very important and will pay off. Morse recommended that each board member build a relationship with their local coalition(s). Staff was asked to develop a one page document for the board on how to build a relationship and partnership with coalitions.

Goal 4 - the proposed loan program bill will not happen this legislative session. Resources are not available to allow the Trust website to collect donations for other organizations.

Morse asked the board members to review the proposed meeting dates and locations for FY2018. She also encouraged them to consider and suggest new board members and a new treasurer.

Jones-Centeno suggested that some communities might be able to provide home stays or apartments to save on board travel expenses.

Price suggested a couple of options for a meeting place in Lincoln City in November. The group agreed to meet at the Anchor Inn.

Miscellaneous - Morse asked about the proposed legislative arts and cultural caucus. Rogers said it was not created in this legislative session. Morse asked if it could be established in the 2018 short session in preparation of the re-authorization of the tax credit in 2019.

Cultural Partner Update

David Huff said the Arts Commission is holding panel meetings for Operating Support Grants. Budget discussions will determine how much is cut from the Operating Support budget. As soon as Arts Summit registration is live, the Trust board will receive the link.

Todd Mayberry thanked the Cultural Trust for helping Heritage hire a consultant to address funding opportunities for heritage groups. The Heritage Summit was very successful. He thanked Schreiner for her presentation.

Carol Shellhart said Adam Davis was moderating Think and Drink in Portland last night so could not be here. The federal budget included a slight bump for Oregon Humanities for FY2017. Oregon Humanities is focusing energy on advocacy for the FY2018 budget. Conversation Project numbers are up in terms of demand, facilitator interest and funding opportunities. They just received a three-year, \$240,000 Community Conversations grant from NEH. Discussion about having Poet Laureate Elizabeth Woody present at the Trust Board's July meeting.

The Multnomah County Cultural Coalitions received 94 applications totaling \$180,000 and granted \$77,000 to 51 applicants. They are having their first public event on July 20 at the Oregon Historical Society.

Morse suggested starting the Trust's July 20 meeting at 10 a.m. to accommodate a lengthy agenda, including presentations from Business Oregon's Fiscal Office, DHM Research (donor survey), and budget and grant reviews.

Yamasaki shared photographs gathered during a Finding the Hero Within project she did with funding from the Arts Commission.

Morse adjourned the meeting at 3:01 p.m.

