

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 50th 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.