

Board Meeting Minutes



November 9, 2017

Lincoln City Cultural Center

Lincoln City, Oregon

Board Members Present: Carole Morse, Chair
John Goodwin
Bereniece Jones-Centeno
Gustavo Morale: on phone
Niki Price
Chuck Sams
Gayle Yamasaki

Board Members Absent: Nathalie Johnson
Mike Golub
Representative Margaret Doherty
Senator Elizabeth Steiner Hayward

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

Staff Present: Brian Rogers, Executive Director
Kat Bell, Grants and Office Coordinator: on phone
Raissa Fleming, Administrative Assistant
Carrie Kikel, Communications Manager: on phone
Aili Schreiner, Trust Manager

Others Present: George Kramer, Board Member Elect

Call to Order

Carole Morse called the meeting to order at 11:00 am. Morse introduced Representative Gomberg, who welcomed the Board to Lincoln City; he also discussed cultural support on the coast.

Morse and Board thanked Board Member Niki Price for hosting us in Lincoln City and for hosting the community reception at the Jennifer L. Sears Glass Blowing Studio on November 8.

Minutes Approval

Motion: Chuck Sams moved approval of the minutes. Seconded by John Goodwin.

Motion passed unanimously.

Teleconference Minutes Approval

Motion: Bereniece Jones-Centeno moved approval of minutes. Seconded by Sams.

Motion passed unanimously.

Governance Committee Report

Morse reported that her term as Chair will end on December 31, 2017, though she will continue to serve on the Board. As Chair of the Governance Committee, Morse recommended Sams as the next Chair and Price as the next Vice Chair both effective January 1, 2018.

Morse reported that the position of Board Treasurer is vacant due to the John Tess' term ending. She asked for interest in the position.

Morse reported that the Governance Committee was also engaged in board development to replace the vacancies or two positions. The recommendation was made to add George Kramer and Theo Downes-Le Guin to the Board.

Motion: Goodwin moved Sams as incoming Chair and Price as incoming Vice Chair and to add Kramer and Downes-Le Guin to the Board. Seconded by Gayle Yamasaki.

Motion passed unanimously.

Executive Director Report

Brian Rogers discussed the Business Oregon strategic plan and the Cultural Trust's involvement in it as part of the Arts & Culture department of Business Oregon. Bryant Campbell, Diversity and Equity Manager, is a new Business Oregon staff member.

Business Oregon has moved to Salesforce as the agency-wide database and information service provider. The Arts and Culture Department is in the process of launching Salesforce as our internal database and online grant application.

The Department of Administration is in the process of realizing some proceeds from the sale of the Mill Creek state-owned property. The Cultural Trust will realize some financial gain from the sale, which will be added to the permanent fund.

Rogers highlighted a few items from his report. He presented at the Oregon Center for Arts and Southern Oregon University with a focus on arts and cultural economic impact in Jackson and Josephine counties.

Rogers spoke at the Light a Fire event and encouraged participation in the Cultural Trust's tax credit.

The Arts Commission brought back the Governor's Arts Awards after a 10-year hiatus, produced the Arts Summit and hosted the National Assembly of State Arts Agencies Leadership Institute.

Spending Plan FY2018 and Preparation for Next Biennium

David Huff provided an overview of the difference between state budget allocations and spending authority to the Cultural Trust and our internal spending plan.

Huff updated the Board on recent changes in our spending plan based on our Legislative Fiscal Office budget. Huff reminded everyone that the license plate revenue is allocated to promotion and marketing of the Cultural Trust. This fiscal year Carrie Kikel's personnel expenditure is allocated to the marketing budget.

Huff also explained the general decrease and impact on certain line items including travel. The Cultural Trust is now paying for 50% of the salaries for three people who work for both the Arts Commission and Cultural Trust.

We will be utilizing our cash reserve in order to incorporate the additional personnel expenses until we have a long-term solution. Huff outlined possible options to explore in the coming months including, a Legislative Concept to remove the \$400,000 cap on administration. This approach can be problematic in upcoming 2019 Legislative Session; focus will be to extend the tax credit for another 10 years.

We are also exploring Administrative Rules and interpretation of the governing statute. We are working with Business Oregon to develop possible solutions in the short term.

Sams talked with the Governor's General Council about the restrictive admin budget for operations. Sams also talked with the Governor. He is working on a possible administrative fix with the Governor's office.

Review of Strategic Plan and Work Flow Mapping

Morse reminded everyone that the plan and work flow are living documents that guide us over the next couple of years. Some tasks and actions will need to be revised, removed or added to support our direction and work.

Goal 1 - Grow the Cultural Trust and ensure its future.

Morse said that traditionally we receive about 500 new donors each year, currently the plan calls for increasing to 2,000. Discussion followed about increasing to 2,000 and if it is feasible.

In the past we have tried to encourage donors to increase to the maximum amount. This effort was very time-consuming and did not provide results. We will no longer focus on encouraging donors to increase their giving.

C-Class corporate giving is low; only 25 corporations donate to the Cultural Trust. It is very difficult to reach the right representative at corporations. In the past we encouraged Board members to reach out to corporations; this effort did not have much success.

The Board asked staff to prepare talking points for them. This will help in conversations with legislators.

Goal 2 - Maximize statewide visibility for the Cultural Trust's work

Carrie Kikel described our efforts in encouraging cultural nonprofits (CNP) to create an online 'bounce back' with Cultural Trust tax credit information. We are working closely with several large cultural organizations and have communicated to all the CNPs to provide the bounce back.

Aili Schreiner and Kikel encouraged the Board to be cultural ambassadors and host events to support the Cultural Trust. Morse, Yamasaki and Jones-Centeno described the ambassador events they were hosting, and encouraged others to do the same.

Kikel described how we are collecting stories of impact, mostly by reviewing the newly required communications profile which gives us the timeline of Cultural Trust-funded projects. The stories will be used for social media, website and limited print pieces.

Break for Lunch, reconvened at 1:25 pm

Goal 3 - Strengthen collaboration and support within the statewide cultural network. Schreiner discussed the Conversations with Funders and Partners statewide grant and information workshops and how they encouraged new applicants to our grant programs.

We also added questions on the application about diversity, equity and inclusion efforts. Morse recommended an ad hoc committee to focus on our DEI work.

Goal 4 - Maximize efficiency and effectiveness of Cultural Trust's process and programs.

Staff reported on some highlights including launching Salesforce and other IT efforts, and further work with Business Oregon's fiscal department.

End of Year Campaign

Schreiner and Kikel reported on highlights for fall 2017 campaign, highlighting ambassador events hosted by board members and other cultural leaders around the state.

We are also working closely with CPAs and Mark Buser, VP of Johnstone Financial Advisors, is leading the effort to communicate to CPAs and their clients the value of the Cultural Trust tax credit.

We are sending letters to 16,000 license plate owners. There are 41,000 plate owners and fewer than 100 are donors.

The Cultural Trust Prize for the Give Big Day was the biggest give day.

Kikel reported on Bell+ Funk and Artlandia promotion including the culture game, donor cards and a match bottle for ambassador toolkits.

Tax Credit Reauthorization

Rogers reported on the Tax Credit Reauthorization committee progress. Board discussed advocacy strategies. Jones-Centeno requested that Christine Drazan, director of the Cultural Advocacy Coalition, present at an upcoming meeting to outline advocacy messaging.

Rogers reported on the impact report process. The report is being developed by the firm ECONorthwest. The report will be shared at the next board meeting in March.

Cultural Partners Update

Oregon Arts Commission - Huff talked about the success of the Oregon Arts Summit, NASAA and the Governor's Arts Awards. He also talked about the work Arts Commission is doing on building a new grants portal in Salesforce.

Oregon Heritage Commission - Kuri Gill introduced Beth Dehn, the new Heritage Commission Coordinator. The Heritage conference will be in April, 2018. The Mentor Corps program is doing well and is funded from partner funds in addition to Heritage funding.

State Historic Preservation Office - Chrissy Curran discussed National Register issues, including the East Moreland community.

Oregon Humanities - Adam Davis reported on the Poet Laurette process. Liz Woody's term is ending and OH is in the process of recommending a new Poet Laurette. Davis reported that the past Poet Laurette Peter Sears' memorial service was a great tribute.

Staff reports

Staff briefly updated the board on activities not covered in the work flow.

Presents were given to Carole for her last day as Board Chair.

Adjourn

Morse adjourned the meeting at 3:00 pm.

Requested Action:

Informational only For board input/discussion For board action

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