

## Board Meeting Minutes

Tamastlikt Cultural Institute  
Pendleton, Oregon  
October 27, 2016



**Board Members Present:** Carole Morse, Chair  
John Goodwin  
Dr. Nathalie Johnson  
Gustavo Morales  
Niki Price  
Chuck Sams  
Bob Speltz  
John Tess, Treasurer/Secretary  
Gayle Yamasaki

**Board Members Absent:** Mike Golub, Vice Chair  
Rep. Margaret Doherty  
Sen. Elizabeth Steiner Hayward  
Chris Van Dyke

**Partners Present:** Adam Davis, Oregon Humanities  
David Huff, Oregon Arts Commission  
Kuri Gill, Oregon Heritage Commission

**Partners Absent:** Eliza Canty-Jones, Oregon Historical Society

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

**Others Present:** Kat Brigham, Umatilla Tribal Coalition

### Call to Order

Carole Morse called the meeting to order at 10:17 a.m.

Chuck Sams welcomed the board and staff to the Tamastlikt Cultural Institute and presented a brief history of the Confederated Tribes of the Umatilla.

### Minutes

**Action:** Bob Speltz moved approval of the minutes from the Salem July 28<sup>th</sup>, 2016 Board Meeting. Seconded by Price. *Motion passed unanimously.*

### Executive Director's Report

**Brian Rogers** announced the launch of the website, the ongoing cultural nonprofit registration process and the goals the Cultural Trust hopes to meet with the new website. Carrie Kikel presented a preview of the website for the room and highlighted the updated “Find a Nonprofit” portion of the website. Rogers detailed the donation portal on the website which links to a State-approved secure website. Raissa Fleming gave an overview of the credit card process for online Cultural Trust donations.

Rogers recapped the \$40,000 grant recipient meetings that have taken place thus far and the staff and board members who have participated (Niki Price, Carole Morse, Bob Speltz, John Goodwin and Aili Schreiner). The only meeting that has yet to take place is with Portland Center Stage as it had to be rescheduled.

Rogers shared his experience at the Oregon Coast Economic Summit, held in North Bend.

Rogers gave a brief overview of the Creative Resource Economic Fund (CREF - Lottery Bonds for capital projects). The Cultural Advocacy Coalition is currently managing the process of soliciting applications and convening a review panel to recommend projects to the legislature. The Cultural Trust and Business Oregon are managing the administration of the CREF bonds once projects have been approved by the legislature. John Tess is hosting the panel meeting on Oct. 31, 2016 to review the applications.

Rogers announced the finalization of the survey going out to Cultural Trust grantees and applicants to gauge interest in a potential loan program. The survey is being sent out the first week of November. The board is requesting a more in-depth report on the Loan Program i.e. examples from other nonprofits engaging in this work. The board requested an opportunity for additional input before work is finalized. Rogers reminded the board that there are details of the loan program in the last board packet (July 28, 2016) for reference. The Cultural Trust has contracted with Paul Reich (formerly managed the loan program at Meyer Memorial Trust) to conduct research and help build the framework.

Rogers recapped his participation at the Grantmakers in the Arts conference in Saint Paul, Minnesota. Morse was also in attendance. Rogers said the type of funders who attended included The Pew Charitable Trust and The Kresge Foundation, as well as smaller foundations from around the country. Rogers highlighted a trip to a Minneapolis art organization, Juxtaposition, to learn about their participation in The Kresge foundation's loan program. Morse spoke to a strong presence of diversity, equity and inclusion work among a majority of the foundations present.

Morse and Rogers recapped the recent Arts Summit in Corvallis, Oregon. Rogers highlighted presentations by Tim Carpenter, Executive Director of EngAGE; La' Tevin Alexander Ellis (August Wilson Red Door project); and Walidah Imarisha (educator and artist).

### **Board Governance**

Morse announced Bereniece Jones-Centeno as a potential new board member. She has been recommended to the Governor's appointment office and they are submitting her nomination to the Senate for confirmation. If approved she will fill the board position held by Bob Speltz. Jones-Centeno is expected to begin serving on the board in March, 2017.

Morse reported that nominations for new board members is an ongoing process and our next vacancy will be in the fall of 2017.

Morse turned the meeting over to Board Treasurer Tess. Tess asked for a motion to extend Morse as the Chair of the Cultural Trust for the calendar year 2017.

**Action:** Tess asked for a motion to extend Morse as the Chair of the Cultural Trust for the calendar year 2017. *Motion passed unanimously.*

Tess turned the meeting over to Morse.

**Action:** Morse asked for a motion to extend Mike Golub as Vice Chair for calendar year 2017, and to extend John Tess as Secretary/Treasurer to October 2017. *Motion passed unanimously.*

### **Budget Report**

John Tess discussed the legislature requesting projected 5 percent reductions in the upcoming biennium across all agencies and asked how it might be implemented. Rogers discussed what a 5 percent reduction might mean for the Cultural Trust. One possibility would be to reduce grantmaking to 50/50 instead of 60/40 with the remaining funds going into the permanent fund. General funds typically aren't reallocated (they have in the past but Rogers does not see this actually happening because the Cultural Trust operates on donations, not general funds).

David Huff explained how the 5 percent reduction would impact The Oregon Arts Commission. The majority of the Arts Commission's budget is general fund.

Gayle Yamasaki requested an explanation of the Cultural Trust's surplus. Rogers explained that the accumulated surplus is primarily from Cultural Trust's investments being realized at a higher amount than projected. The budget plan was to allocate the accumulated surplus to the current marketing campaign. Oregon Cultural Trust does not track surplus funds to a specific line item.

Rogers covered the Cultural Trust's planned spend down of the surplus knowing that it will bring us to a projected surplus balance of \$50,000 for FY 2017-2018.

### **Requests from the board**

- Explore if we can fund a previously denied grant if one of our grantees can no longer execute funded project.
- Provide the board with additional information on how the accumulated surplus funds are allocated.

Aili Schreiner reported that the Native American Youth and Family Association (NAYA) grant is still in pending status. Schreiner and Rogers have meet with NAYA's leadership and explained what was required for them to receive the grant.

Rogers discussed the budget scenarios that detail a 5 percent increase and the addition of the projected income of 2,000 new donors. These scenarios were requested by the board at the July 2016 meeting.

Rogers predicts a moderate increase in Cultural Trust license plate revenue for FY 2017 to bring the projected total to \$318,000.

### **Marketing Presentation**

Kikel presented the Cultural Trust's fall 2016 marketing campaign and the work with Grady Britton on rebranding, brand awareness, television partnership, social media and website. Three examples of the Cultural Care-A-Van videos were viewed as well as the Oregon Culture Map and Pete Krebs original song for the Oregon Cultural Trust was presented.

#### **Additional fall campaign promotion**

- Cultural Care-a-Van (36 events/locations) documented
- KPTV (Fox 12) Partnership
- TV Spots
- Donation Days
- Chuck Sams involvement
- Dedicated page on KPTV for OCT
- Ongoing promotion with KPTV & KPDX
- 30 min specials
- OPB promotion
- FB video campaign
- Print Ads in Artslandia and Willamette Weekly's GiveGuide

Tess asked for more budget details. Kikel reported the Grady Britton contract details and what is included.

Kikel discussed the redirection of the new campaign strategy from previous years. In the past the strategy was focused on ad placement in cultural organizations print, web and social media materials. This year's campaign is casting a far wider net of potential donors than in previous years by partnering with KPTV and collecting cultural events and stories mostly from the Care-a-Van. KPTV is broadcast in 70 percent of the state. Gustavo Morales asked how to track new donors via the new campaign strategies. Kikel reported details on donors will be reported at the March 2016 board meeting. Additionally, the website tracks analytics of when people access the site and where on the site they visit.

### **Recognition of Board Member Bob Speltz**

Morse noted that Bob Speltz had served on the board since 2009 and that his last term will end Oct. 31, 2016. Speltz was Board Chair from October 2011 to January 2015. He also guided the Cultural Trust through a very difficult transition. He was Chair when Executive Director Rogers was hired. Speltz was also very instrumental in renewing the tax credit and the creation of Senate Bill 441 which modernized the Cultural Trust.

Morse, Board and staff thanked Speltz for his dedicated and thoughtful Board service and leadership. Morse read a proclamation from Pendleton Mayor Phillip Houk declaring Oct. 27, 2016, as Bob Speltz Day.

**Lunch break called at 12:00 p.m.**

**Reconvened at 12:15 p.m.**

### **Oregon Folk Life Presentation**

Riki Saltzman PhD, Executive Director and Emily West Hartlerode, Associate Director presented a PowerPoint presentation on the survey of Folklife artists east of the Cascades. Included in the presentation is information on the searchable database with Oregon Folklife Network rostered artists. Grant recipients and outcomes were also highlighted in presentation.

### **Strategic Plan Review**

Brian Rogers reviewed the Trust's Vision/Mission Statement and gave an overview of the Strategic Plan, its goals and objectives and that the plan should be seen as a living roadmap of the Cultural Trust's work.

Rogers reviewed how the three board committees would interact with the plan and support our goals and that each objective is assigned a committee.

### **Goal 4 Maximize efficiency and effectiveness of Cultural Trust's processes and programs.**

Rogers began with a discussion of Goal 4. Rogers explained that review and implementation of administrative efficiencies would enable the staff to spend more time on the other Goal areas.

Kikel and Schreiner reported on the launch of the new website and donor interface, with the objective of implementing an efficient donation process.

Aisha McCoy reported researching and implementing a streamlined application process, grant reports, data collection and funding scenarios.

### **Goal 1 Grow the Cultural Trust and ensure its future.**

Rogers, Kikel and Schreiner gave an overview of Goal 1 including the following tasks supporting the objectives:

- Attracting 2,000 new donors in 2016
- Meeting with \$40,000 grant recipients to build deeper relationships
- Mailing longtime donor thank you letters for those donating 10 plus years
- Cleaning up data (led by Raissa Fleming) to be able to reach our donors accurately
- Mailing donor letters to lapsed donors (800) since 2011
- Sponsoring a Willamette Week Give!Guide "Give Big" Day
- Expanding reach and awareness of the Trust.

Yamasaki requested a more detailed spreadsheet of Cultural Trust donors since 2011.

Kikel reported on expanded Cultural Trust banner placement for the 2016 campaign. Banners will be placed at all Portland's Centers for the Arts venues, the Hult Center and in several regional theatres. The Cultural Trust is looking to place banners in theaters with high volume attendance. The Cultural Trust banners support the work of the theaters and raise awareness.

Kikel and Schreiner reported on the partnership with Willamette Week Give!Guide. The Cultural Trust and the Regional Arts and Cultural Council are collaborating and co-sponsoring the Give!Guide Creative Expression (arts and culture) category. The Cultural Trust has secured prizes to support a Cultural Trust Give Big Day. This is promoting the Cultural Trust as a visible leader. Last year, the Cultural Trust received over \$300,000 in donations from the Give!Guide.

Tess suggested next fiscal year we might request gift donations for the Give!Guide package earlier for the Give!Guide. In the spring of 2017 we will begin to discuss the donor season.

Carole Morse reviewed the Board's Cultural Ambassador Program.

- For the Cultural Ambassador Program, each board member will have a portfolio of legislators and funders to foster relationships and build the donor base.
- Each Board Member will sign up for or be assigned a Class C Corporation to build relationships and increase the donor base.

Morales expresses concern over the ability to gain donors in rural areas where the majority of donors are low-income and donors are often very selective about where their support goes.

Additional ideas shared under this strategic goal included:

- The sharing of donor lists between nonprofits
- A formal presentation by Cultural Trust staff and board members to local Chambers of Commerce
- Board members contacting lapsed donors possibly on "Giving Tuesday"
- John Goodwin offered to place Cultural Trust advertising in four issues of the RIP City magazine
- Tracking (if possible) how effective placing donation inserts in playbills for theaters
- Growing Cultural Trust presence in rural areas such as Malheur County
- Continue working on strategies for fundraising in rural areas
- Reinforcing the "double your donation for free" when promoting the Trust or speaking to new donors to motivate donors to give to the Trust

Morales requested a donor list from rural areas and a list of rural funded cultural organizations to help build each board member's portfolio.

Morse asked all Board members to send a list of companies, nonprofits and organizations they are acquainted with to Raissa Fleming. She will search our database to see if they are donors.

The Board agreed to do some outreach to lapsed and potential donors. Morse will keep in touch with the board on their progress around their outreach.

Tess will host a Cultural Trust reception, "Creating Culture through New Development," at Muse apartments in Portland's Pearl District on Dec. 1, 2016. The reception will be co-presented with developer Gerding Edlen.

## **Goal 2 Maximizing Statewide Visibility for Cultural Trust Work**

Schreiner and staff reviewed Goal 2 and highlighted the following:

- Increasing the County and Tribal Coalition base amount to \$6,300 from \$6,000 for each Coalition, thereby increasing the per capita support in less-populated Coalition service regions
- Discussions with the largest 25 cultural organizations to partner in promoting awareness of the Cultural Trust
- Grantees must complete a Communication Profile as part of the Final Report. The Cultural Trust promotes various projects mostly on social media
- Collaborating with Business Oregon to reach out to business leaders in Oregon
- Cultural Trust donor inserts are being sent to organizations
- "Days of Culture" Social Media Contest (discussion of the prizes that highlighted arts and culture in Central Oregon). This year's winner is from Condon, Oregon.
- Marketing collateral redesign. Cultural Trust bookmarks and donation cards have been updated with new campaign images
- Fleming to mail updated marketing collateral to each board member (20 pieces per person).

### **Goal 3 Strengthen collaboration and support within the statewide cultural network.**

Schreiner and staff reviewed Goal 3 and highlighted the following:

- Oregon Cultural Trust is researching piloting a Technical Assistance grant program. This program will be geared for capacity building and professional development. These small grants will have an easy application process.
- Capacity building workshops "Connecting to Coalitions" are being held around the state. The Cultural Trust continues to support and lead these coalition workshops to increase awareness, provide assistance and make connections
- Coalition Workshops scheduled this fall (Bend, Medford, Pendleton, Portland)
- Statewide "Conversations with Funders" tour with Cultural Partners is scheduled for February and March 2017.

### **Trust Partner Updates**

#### **Oregon Heritage Commission - partner highlight**

Kuri Gill discussed the following:

- Todd Mayberry, the new hire to replace Kyle Jansson from the Oregon Heritage Commission
- The Oregon Heritage Conference is changing their frequency to every other year and formatting the event into a Summit with one theme. The upcoming theme will be "Funding."
- OHC Grant funding is tied to the Heritage Plan changes which is updated every five years.

Oregon Heritage Grant funds are being used for the following:

- Oregon Historic Newspaper's Project
- Workshops on Emergency Preparedness
- Technical Assistance
- The Oregon Encyclopedia
- Museum Grant Program
- Oregon Heritage's "All Star Community Program"
  - Albany digitizing of historic photos of their website

- Roseburg, historic panels
- Salem, heritage tourism/heritage based events
- Heritage study with Travel Oregon magazine
- Studies, documentation reports in supporting heritage
- Workshops on how to become part of the heritage tourism industry.

### **Oregon Humanities**

Adam Davis presented the political climate of Oregon shaping the work they are doing around power, place and belonging. The upcoming culminating event in Newberg, Oregon event on Oct. 28 will address these topics. Oregon Humanities is also holding an evening "Think & Drink" event with Oregon's first African American winemaker from Abby Creek Winery. Oregon Humanities has received more requests for community conversations than ever before for this program. They just completed their year of Pulitzer Prize winners "Think & Drink" program. Next year they will be focusing on how communities of color are affected by land-use and land planning. The "Humanity in Perspective" program is still running and has been successful with its most diverse group of students to-date.

### **Oregon Arts Commission**

David Huff recapped the October 2016 Arts Summit in Corvallis. The Arts Commission is awaiting feedback and evaluation from participants. Next year the Arts Summit will be in Portland for the Arts Commission's 50<sup>th</sup> anniversary. They are working on changing the way the Arts Commission collects fiscal and non-fiscal data through DataArts. This will be a repository for grantmakers to collect and report on data from other organizations. The Arts Commission is partnering with the Cultural Trust, Miller Foundation and the Regional Arts and Culture Council on this project. The diversity, equity and inclusion process is ongoing with the board and staff.

### **Trust Staff Updates**

Schreiner reported on:

- Upcoming Coalition meetings
- Sitting on RACC grantmaking panel
- Gearing up for donor drive
- Closing out FY 2016 grant payments
- Sending the end of year calendar to the board
- End of year mailings planned (11/28/16, 12/19/16)
- Schreiner will serve as an on-air host for the Oregon Public Broadcasting television pledge drive.

Raissa Fleming

- Oregon Humanities donor match program highlight.
- Presented a donation in honor of outgoing board member Bob Speltz.

Aisha McCoy

- Closing out FY 2017 grants
- Preparing donor season training and orientation materials
- Continuing to contact cultural nonprofits and coalitions to update contact information on our website.

**Upcoming Board Meeting(s)**

- Location for Ontario meeting: Four Rivers Cultural Center
- Setting date for Lincoln City Board Meeting: Oct. 26, 2017

**Adjourn**

Morse adjourned the meeting at 2:56 p.m.