

# Oregon Cultural Trust Board Meeting Minutes

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August 31, 2023

Chehalem Cultural Center, Newberg

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**Board Members Present:** Niki Price, Chair; George Kramer, Vice Chair; Sean Andries; Gustavo Morales; Deb Schallert; Chris Van Dyke.

**Board Members Absent:** Sen. Bill Hansell; Bereniece Jones-Centeno; Nathalie Johnson; Rep. John Lively; Myong-Hui Murphy; Gayle Yamasaki.

**Staff Present:** Raissa Fleming, Trust Assistant; Brian Rogers, Executive Director; Aili Schreiner, Trust Manager; Liora Sponko, Senior Program Manager.

**Staff Virtual:** Carrie Kikel, Communications Manager

**Partners Present:** Adam Davis, Oregon Humanities

**Partners Virtual:** Kuri Gill, Oregon Heritage Commission; Jennifer Alkezweeny, Oregon Humanities.

**Guests Present:** Sophorn Cheang (Director Business Oregon)  
David Harrelson (Oregon Arts Commission)

**Guests Virtual:** Watson Creative Team (CEO Matt Watson, Aura Aragon-Ball, Angi Arrington, Tatiana Caraballo, Sean Miller and Trina Motto), Jim White (Non-Profit Association of Oregon)

## **Welcome and Call to Order**

Niki Price called the meeting to order at 9:06 am.

Price introduced Sophorn Cheang, Director of Business Oregon

## **Campaign Creative Presentation (Watson Creative)**

Matt Watson and team presented "Make Culture Count" creative and strategy.

Chris Van Dyke said Watson's work is absolutely best-practice, combining art and science. Best work that explains the tax credit and impact and positive sense of energy.

George Kramer thought it was great. Searchable database question. Search by name or county. Will the names of our target audiences be used publicly as in history buffs? Watson clarified persona terms are internal and used only for targeting.

Van Dyke said "Who are we talking to?" is often skipped.

Sean Andries asked how much back-end system do we have? Watson said the campaign is automated. Every landing page connected to different form.

Aili Schreiner said we don't have CRM. Outdated Access database.

Price asked about messaging for The Comeback.

Carrie Kikel said it would be stories to raise awareness and celebrate organizations that are having success.

### **Minutes: February 23, 2023**

Motion: Kramer moved approval of the minutes from the February 23, 2023, meeting as presented. Seconded by Deb Schallert. *Motion passed unanimously.*

### **Executive Director Report (Brian Rogers)**

Brian Rogers presented report.

Andres pointed out that a quarter of our donors are maxing out.

Kramer: How does this impact the fund? If we are asking for expansion, ask for \$2,500. On the assumption that we cannot do it again for 10 years.

Schreiner: Incentivizes support of other cultural organizations.

Cheang: Perfect timing to bring before Board. We have time to work with internal economist. Come back with more data for Trust Board. What is the right dollar amount? Could bring to next meeting.

HB2459 funded 78 venues. Coming through Business Oregon.

Cheang wants to check with DOJ so the Trust and OAC can get recognition on these grants. Rogers brought up that nonprofits know us but the for-profit organizations don't.

CACO will go into short session to ask for other funding.

Oregon is currently 38<sup>th</sup> in the country for appropriated arts funding

David Harrelson, vice chair of Oregon Arts Commission, was introduced and invited a Trust board member to come to next Commission meeting. Harrelson was also on Chehalem Cultural Center board.

Harrelson is also the Cultural Resources Officer for the Grand Ronde Tribe and a Kalapuya member.

Harrelson discussed meaning of Chehalem as an outside place and Tribal members invited to fund raiser.

Andries said it started organization on a path to understanding and accessibility. What it means to have other culture have a space in an area that is primarily white, Andries talked about problems in Newberg school district re: Black Lives Matters, LGBTQ There is a hate blog in town.

Building is owned by Parks Dept. End up in the center of political controversy. Grappling with being a diverse organization with a community that is not supportive. Remarks about Crows Shadow show. Piece of work had to be taken down because of threats of violence.

Harrelson looked to add diversity to board. Must be done authentically. Andries discussed how many organizations have had to re-develop relationship on how they get donor financial support. How do we grade ourselves? What does it mean for OCT to have DEI?

Further discussion followed on sovereign governments and the different obligations and processes, including the structure of Trust funds and how they are distributed to the Tribes.

Kramer wants to know what battles our orgs are going through. How we distribute the money and separate. Kramer suggested looking at a coalition distributing the money for the Tribes. Price would like to see a committee started to work on this subject.

### **Nonprofit Association of Oregon (Jim White)**

Jim White from the Nonprofit Association of Oregon discussed impact measures for DEIA. Output is tracked. Because of complexity in our communities it is hard to get impact measures.

White discussed problems with high turnover in staff and board in organizations, burn-out and depressed wage structures, natural attrition in the sector. Insurance coverage (not keeping up with the reality of insurance company coverage). Greater complexities.

Systems level:

- Charitable giving decreases.
- Almost all new CEOs at major foundations. Significant turnover.
- End of government "subsidies"
  - a. Back to "Maslow's Hierarchy"
  - b. Sense of "betrayal" by the government

- Rise of government “managing” culture (i.e.: PDX Office of Arts and Culture)

How does that look in the future when government manages culture?

NAO public policy activities in Oregon: Trying to simplify grants; nonprofit modernization grant funding and contracting. Working on clarifying SB619 on data privacy.

Federal work includes S.E.A.T. Act and streamlining Federal Grants act.

Tax incentives for charitable deductions. Serving of sector-spanning national committees and work groups.

What role is there for the OCT. Cultural expression is the point of entry. Culture is built through trust. Trust is reliant on understood and respected culture.

Schreiner: Philosophical role of Trust connecting.

Harrelson: Liaison module in the State already exists. SHPO has this current module.

Discussion followed. Price asked if there was a specific activity the Trust could do?

White: (To hang on to culture at same time as being part of melting pot.) How do you support these catchall groups?

**Lunch:** 11:50 pm

Called back to order at 12:13 pm

### **Spending Plan for Fiscal Year 2024 (Brian Rogers)**

Rogers presented report. License plate doing really well.

He presented the grant funding scenarios.

### **Action:**

Kramer moved to approve the 60/40 split on grant funding. Van Dyke seconded. *Passed unanimously.*

Discussion followed on the split and administrative fund.

### **Grant Allocations for Fiscal Year 2024 (Aili Schreiner)**

Schreiner presented report.

Andries would like to have further conversation on grant processes before next granting season.

Price would like to talk grant process at October meeting.

Conflicts of Interest: Andres declaring. Price declaring.

**Action:** Schallert moved to approve Option 3 with the exception of Chehalem Cultural Center and Lincoln City Cultural Center. Van Dyke seconded. *Motion passed unanimously.* Van Dyke moved to approve Option 3 awards for Chehalem Cultural Center and Lincoln City Cultural Center. Schallert seconded. Andries and Price recused themselves. *Motion passed unanimously.*

Kramer moved to approve CPT grants. Andries seconded. *Motion passed unanimously.*

Kramer moved to approve Cultural Partner grants. Schallert seconded. *Motion passed unanimously.*

**Strategic Plan and DEIA Process (Aili Schreiner)**

Schreiner presented report.

**Oregon Humanities (Adam Davis)**

Adam Davis presented report.

**Oregon Heritage Commission & SHPO (Kuri Gill)**

Kuri Gill presented report.

**Oregon Arts Commission (Liora Sponko)**

Liora Sponko presented report.

**Staff:**

Carrie Kikel said Watson will lead effort to promote license plate. Current plans include more billboards in strategic locations. Rogers continues to work with Business Oregon on approval of merchandise licensing agreement.

**Public Comment**

None.

**Adjourn**

Price adjourned the meeting at 1:28 pm.