

Oregon Cultural Trust Board Meeting Minutes



February 23, 2023

Teleconference

Board Members Present: Nicki Price, Chair; George Kramer, Vice-Chair; Gayle Yamasaki, Treasurer; Sean Andries; Myong-Hui Murphy; Deb Schallert, Chris Van Dyke

Board Members Absent: Bereniece Jones-Centano; Rep John Lively, Nathalie Johnson; Gustavo Morales; Sen Bill Hansell

Staff Present: Kat Bell, Grants & Office Coordinator; Jill Coughlin, Arts Administrative Specialist, Raissa Fleming, Trust Assistant; Carrie Kikel, Communications Manager; Brian Rogers, CEO; Aili Schreiner, Trust Manager, Liora Sponko, Senior Program Manager

Partners Present: Eliza Canty-Jones, Oregon Historical Society, Chrissy Curran, State Historic Preservation Office; Adam Davis, Oregon Humanities; Kuri Gill, Oregon Heritage Commission; Jenny Green, Oregon Arts Commission; Katie Henry, Oregon Heritage Commission Coordinator

Others Present: Matt Watson (Watson Creative)

Welcome and Call to Order

Price called the meeting to order at 9:05 am.

Minutes: October 27, 2022

Motion: Kramer moved approval of the minutes from the October 27, 2022 meeting as presented. Seconded by Yamasaki. Motion passed unanimously.

Cultural Partner Reports

Gill presented the Oregon Heritage Commission report. The Oregon Heritage Summit will be held online April 27 and 28, 2023. The board is encouraged to attend. The Oregon Main Street annual report was released and the results were encouraging. 521 net new jobs were created last year. Upon budget approval, OHC is expecting a new database to coordinate preservation compliance programs. They manage about 3000 projects a year.

Davis presented the Oregon Humanities report. The Public Program Grants application deadline is March 10. The 'Dear Stranger' letter exchange closes Feb 28. Upcoming topics

on 'The Detour' podcast include organizing and interviews with children grades 2-5 about what success means to them.

Canty-Jones presented the Oregon Historical Society report. The OHS Capital campaign is ongoing. The board was encouraged to visit their "Our Unfinished Past" exhibition. Their current strategic plan runs thru end of this year. History Day is Saturday April 29 at Willamette university. They are looking for judges.

Green presented the Oregon Arts Commission report. The launch event for the Arts and Culture Caucus is on February 27 at the Elsinore Theater. There are currently 2 Republicans in the caucus; the goal is to increase this number for more bipartisan representation. Sponko added we are working with a cultural planning group and building a program framework. Live/work spaces, residential zoning, artist retention, creative spaces, and connection with Main Street resources are some goals.

15 schools are participating in Poetry Out Loud, March 11 at Allied Video Productions in Salem.

Ryan Burghard was welcomed to the Arts Commission staff.

End of partner reports.

Heritage Economic Impact Report Presentation

Heritage Economic Impact Report: Katie Henry

Data and messaging was needed to broaden public perception and decision-making. Was impetus of 'sharing the value of Heritage Toolkit'. used data from 2019, pre-pandemic. Highlights: Heritage organizations supported 1600 employees, \$47 million labor income. 196.3 million total economic activity in 2019. 3 million visitors for 137 mill dollars. The full report is available on their website.

2022 Fundraising Campaign Review

Fleming presented report. \$5.2 million raised. 10,839 gifts. It was a good year, but down from last year by about \$54,000. This is likely attributable to post pandemic stress and inflation. Total gifts were up, with 1150 new donor households. Our partnership with Willamette Week GiveGuide brought in 527 new donors. A more detailed report is upcoming.

Kikel thanked Fleming for her hard work during the busy donation season. Andries inquired what the average gift is. Fleming said approximately \$500 but will know more once the final report is complete.

Strategic Planning and DEIA Process

Schreiner presented report. The key elements of the 5-Year plan are advancement, capacity and resources. A synopsis is available in the board packet ("Cultural Trust Planning Update: Strategic and DEIA Plans). Schreiner went through the goals and associated action items. There will be an internal version that includes planning sheets for staff and board, and an external plan.

The DEIA committee met on Feb 23. The next meeting is on March 24, and the goal is to approve the plan by the end of FY2023. Andries expressed appreciation that the DEIA plan is aligned with the strategic plan.

Break at 10:21 for 15 minutes.

Conversations with Funders Update

The meeting resumed at 10:35 A.M.

Schreiner presented report. The Conversations with Funders meeting locations and itinerary is in the board packet. Schreiner thanked trust partners for supporting this event. She will be meeting one-on-one with coalition leaders as well. The board was encouraged to attend. Meeting locations were selected based on greatest population size and convenience for attendees needing to travel from other areas.

CDV grants: May 5 application deadline. There are four panel dates in June. Andries asked if there have been major changes to grant guidelines. Schreiner said no, just minor adjustments and a more efficient way to submit applications. Yamasaki inquired about whether the organizations will have to meet DEIA requirements. Schreiner confirmed that some questions will pertain to DEIA, but that it won't be specifically scored. Yamasaki is concerned that many organizations do not address DEIA. Andries said it is hard to score DEIA since it's so new and organizations are so different. There is decision making to do on our end about how to evaluate the organizations. Discussions ensued about DEIA in grant scoring.

Cultural Participation grants. Kramer said it would be beneficial if board members attend Coalition meetups. Schreiner confirmed that attendance is encouraged and she will share meeting invitations with the board.

Cultural partner grants: \$40k for Oregon Poet Laureate, \$35k for Travel Information Council, Oregon Trail Interpretive Signage, \$22k for Conversation With Funders, 40k for organizational and professional development grants.

Organizational Professional Development grants cover bringing in outside expertise to support staff or provide training for staff. Capacity Building Grants are better suited to cover staffing needs such as hiring for a new position.

Cultural Trust Brand Audit

Kikel presented the report. The Trust contracted with Watson Creative. The first phase was to consult in the 2022 campaign, which gave Watson a good chance to evaluate the campaign from the inside. They used this information to begin Phase 2, the brand audit. Recommendations include simplifying our creative, defining target audiences, improving the look and content of our website, using Key Performance Indicators to inform our work, and market research. We will be presented with the results on March 2 at our Pitch Back meeting.

Kramer asked if Watson Creative is paid for by license plate sales. Kikel confirmed this and said that Watson has suggested we get the license plate campaign started earlier so that the revenue can be invested earlier.

Executive Director Report, Legislative Session

Rogers presented report. The competition for the \$200 million in lottery bonds money is steep. Andries inquired if lottery bonds can legally be used to fund the Cultural Trust. Rogers replied it is currently under constitutional review. If approved, it will take a few years before the funding comes through

House Bill 2459 calls for \$50 million for the general fund. This is an ambitious request for recovery and stabilization of the arts and culture sector. Andries asked about the timeline if it passes. The general fund would be available immediately (Fall 2023/Winter 2024). 85-90 organizations are earmarked in this bill. If House Bill 2911 and 2459 pass, the implications for the Trust would be similar to the coronavirus relief fund.

Price questioned how the organizations that will receive funding were selected. She is worried that many organizations were overlooked and questioned our ability to advocate for them. Rogers said he will talk to Jim Lundberg at Independent Venue Coalition to find out how the funding list was compiled. Questions ensued about how CACO develops their legislative priority list. Andries said the process is difficult and confusing. An improved process would be very beneficial. Yamasaki and Rogers will try to work with the CACO board on this.

The Executive Director report was paused as Matt Watson, Principal of Watson Creative joined the meeting to discuss the Cultural Trust Brand Audit.

Great writing is the biggest priority. The Pitchback meeting will go deeper than the audit. It will explain why the narrative should be a certain way, and how to go after your audience. It will also include consumer and digital insights. The most trackable way to grow your organization is through digital. Recommendations will be made on how to reach particular audiences.

The Executive Director Report resumed.

Rogers continued the report. The \$400,000 Admin cap was put into the new Governor budget but later removed. It might be reintroduced as a bill.

Kramer asked if a line in the bill can be amended to promote/fund license plate swag. Rogers confirmed he will suggest this.

There have been two Arts and Culture Caucus meetings thus far. The first in-person event is Monday Feb 27 at the Elsinore Theater.

The Trust budget is available for review in the meeting packet. 40 percent is allocated to the permanent fund and 60 percent to grants/administration. This 60/40 budget split has been the norm for some time but is open to deliberation.

Board Member and Staff Updates

Price thanked the board for participating in the annual campaign. She said her term as board chair ends in the fall and succession planning is upcoming.

Public Comment

None.

Adjourn

Price adjourned the meeting at 12:01 pm.