



Oregon Cultural Trust Board Meeting Minutes

October 27, 2022

Teleconference

Board Members Present: Niki Price, Chair; George Kramer, Vice-Chair; Gayle Yamasaki, Treasurer; Gustavo Morales; Myong-Hui Murphy; Deb Schallert

Board Members Absent: Bereniece Jones-Centano; Sen Bill Hansell; Nathalie Johnson; Rep John Lively, Sean Andries; Chris Van Dyke

Staff Present: Jill Coughlin, Arts Administrative Specialist II; Raissa Fleming, Trust Assistant; Carrie Kikel, Communications Manager; Brian Rogers, Executive Director; Aili Schreiner, Trust Manager, Liora Sponko, Senior Program Manager

Partners Present: Eliza Canty-Jones, Oregon Historical Society, Chrissy Curran, State Historic Preservation Office; Julia Soto, Oregon Humanities; Kuri Gill, Oregon Heritage Commission; Jenny Green, Oregon Arts Commission

Others Present:

Welcome and Call to Order

Price called the meeting to order at 9:02 am. Deb Schallert was welcomed as an incoming Board member.

Minutes: July 28, 2022

Motion: Yamasaki moved approval of the minutes from the July 28, 2022 meeting as presented. Seconded by Price. Motion passed unanimously.

Cultural Partner Reports

Canty-Jones presented the Oregon Historical Society (OHS) report. OHS is working hard on their priorities of visibility, high quality work and financial stability. The "Human Experience in the Great Basin" symposium is taking place in Bend and explores the ways tribal and non-tribal scholars work together in uncovering their history. OHS is grateful for increased funding from the Cultural Trust. Signing up for the OHS e-digest was encouraged.

Curran thanked the Trust for funding Oregon Heritage Commission (OHC); they're able to use on their grant program for preservation projects. The Eastmoreland Historic District project was passed on to park services, a significant boon to

freeing up staff time for preservation projects. The National Registry of Historic Places has challenges with inclusion and diversity; OHC is working on making progress in this area. They are also bracing for change with a new incoming governor.

Gill presented report. In-person events have resumed, including hosting free workshops related to organizational change management. Oregon Main Street conference was held in Klamath Falls and was a big success. The State Advisory Committee on Public Places was also a success. Their summit in the spring is virtual, with a focus on volunteer recruitment and engagement. Directed people to look at the Upper Floor study in the meeting packet. 50% of historical sites have unused upper floors; OHC is pushing to change that.

Green, Oregon Arts Commission: Tiffany Harker hired as Arts Education and Grants Coordinator. Farewell to Eleanor Sandys. A few staff attended National State Arts Agency Conference. Strategic Plan was approved. DEIA plan to follow. Bulk of OCT funds goes to Operating Support to arts organizations. Poetry Out Loud will be in person. Need more support financially and to that end are starting an Arts and Culture Caucus. Senator Anderson has joined, excited to have our first senator on board.

Oregon Folklife Network Presentation

Emily Hartlerode, at University of Oregon/Eugene. Shared her PowerPoint presentation. Explained purpose and history of OFN. Mission to research cultural diversity throughout the state. Four core programs: apprenticeship. Survey, roster, and culture fest. 5 artists awarded funding to pass their living traditions and art form to promising apprentices. Give presentation of their project that OFN records and adds to their artist page. Can find on Oregon Culture Keepers Roster on their website. Funding model at the university changed and they lost half of their funding, slashed from 400k to 200k. Working on increasing their funding. No full-time employees, wants to regain capacity.

Funding Programs Update

Cultural Development

Schreiner delivered the report. CDV grants have been awarded. Cultural Participation grants are going out next week. There is a meetup with Coalitions tomorrow focused on end of year fundraising, and a meeting with counties who had to cease grantmaking during the pandemic.

Partner grants have mostly gone out. Reviewed the breakdown of where the \$181,904 in cooperative grant awards are being distributed, and awards for Live events ARPA funding distribution. Yamasaki asked where the counties money went

who couldn't distribute their awards. Schreiner said the money goes back into the Trust fund. Yamasaki also asked for board invites to the coalition meetings.

A 10-minute break was called at 10:26 am. Meeting resumed at 10:38 am.

Celebrate Oregon License Plate Sales Update

Kikel delivered the report. Approximately 800 license plates are sold per month, yielding about \$70,000 revenue monthly. A marketing campaign was implemented to increase sales. The Department of Justice determined that the Trust's statute does not grant us the legal right to sell merchandise, so we are looking into giveaways instead.

Reviewed the marketing report. Hired Watson Creative as consultants to assist in our digital marketing efforts. Partnership with Eugene Symphony, 4-part radio program that we sponsored. Here is Oregon Partnership, invested \$25,000.

End of Year Campaign Update

Schreiner said there are 70 upcoming board presentations and that it's the most effective way to bring in donations to the Trust. Also giving orientations to others (i.e., Trust board members) so they can give presentations too. A mailer to subgrantees and license plate owners went out. Fleming is working on prospective corporate donor list; about 200 letters will go out.

Kikel is contracting 2 Impact Story writers.

Fleming said donations are down \$100,000, but this is in comparison to last year when the Trust received a \$250,000 bequest. The Spring mailing was a success and brought in approximately 350 donations. She recently gave a presentation at Montavilla Jazz and received a \$1000 donation. Bell & Funk is working with Bend Give Guide to make sure we'll be able to receive donations. Yamasaki said she might be able to secure gifts from Friends of Crater Lake for prize giveaways for attending presentations.

Kramer promoted the idea of having short stories for icons on license plate.

Price said the Oregon Coast Arts Bus unveiling was a wonderful experience.

Strategic Planning and DEIA Process

Schreiner delivered her report. DEIA goals will be integrated into the strategic plan, which is also in the works for a June 2023 completion date. Role of the plan and goals were discussed at the last meeting. A mission statement for the plan was requested; Andries agreed to work on this. Murphy said the committee is diverse

and has had open conversations. It will be a living document and will be reviewed annually with the board. Schreiner put out an open call for board members to join our various committees.

Executive Director Report

Rogers delivered the report. Two of three Oregon gubernatorial candidates attended recent Cultural Advocacy Coalition of Oregon (CACO) meetings. Candidate Drazan did not attend. CACO's \$200 million in lottery bond funding for the Trust was discussed. The Trust is requesting a change in its current administrative cap. The Arts Commission is asking for an increase in general funds, and the CACO is seeking an additional \$50 million in pandemic relief efforts. The Trust/Arts Commission is working with CACO to develop a survey for organizations to identify their pandemic-era losses that are yet to be addressed. The Legislature has an opportunity to do more bonding in this biennium than ever before. Funding would be administered to the Trust and then disbursed out Coalitions on a per capita basis to regrant, which could be problematic from Rogers' perspective.

Kramer worries that the legislature won't give the Trust money for a long time if we get the \$200 million; they may think we're covered. Concerns over CACO making decisions without consulting the Trust Board or leadership were discussed. The Trust administrative cap increase should be the number one priority presented to the legislature. Discussions ensued about concerns with the lottery bond legislation.

The NEA tour with new chair Dr. Maria Rosario Jackson was a success and included various cultural site tours and meetings

Board Member and Staff Updates

Fleming will mail donation remit envelopes to board members upon request.

The next Board Meeting is February 23, 2023. Updates on the Trust's fundraising campaign will be provided. The board meeting schedule is not currently set post February 2023. Yamasaki advocated for in-person meetings. Rogers said the spring meeting can be held at Chehalem Cultural Center.

Public Comment

None.

Adjourn

Price adjourned the meeting at 12:13 pm.