

Oregon Cultural Trust Board Meeting Minutes



May 19, 2022

Teleconference

Board Members Present: Nicki Price, Chair; George Kramer, Vice-Chair; Sean Andries; Nathalie Johnson; Gustavo Morales; Chris Van Dyke; Gayle Yamasaki; Rep John Lively;

Board Members Absent: Bereniece Jones-Centano; Myong-Hui Murphy; Sen Bill Hansell

Staff Present: Brian Rogers, Executive Director; Kat Bell, Grants & Office Coordinator; Raissa Fleming, Trust Assistant; Carrie Kikel, Communications Manager; Aili Schreiner, Trust Manager, Liora Sponko, Senior Program Manager

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

Others Present: Richard and Anna Linzer; Chris Ayzoukian; Lani Faith

Welcome and Call to Order

Price called the meeting to order at 9:04 am.

Minutes: February 24, 2022

Kramer moved minutes, Yamasaki second, correction Price's name spelled incorrectly. Motion passed unanimously.

Cultural Partner Reports

Green presented report.

Gill presented report.

Alkezweeny presented report.

Canty-Jones presented report.

Curran presented report.

Planning Process

Sponko provided an overview of the process.

R. Linzer asked participants to think about what their expectation is of this process.

- Yamasaki: Organizational clarity of purpose and have a strategic path to implement; revisit impact of statewide partners; donors are part of the plan
- Andries: In addition, a sense of priorities
- Kramer: Continue to coordinate across the cultural community
- Price: Clarity of activities that are currently on the margin (not part of initial intent)
- Lively: Steps to expand the efforts of the Trust
- Van Dyke: Re-examine and renew mission and vision; delineation of what is in statute and what is an add on; prioritize to focus resources
- Rogers: Address the tax credit limits; sunset of tax credit
- Schreiner: Blueprint to realize full potential of initial vision
- Alkezweeny: mindful of continued impact of Covid
- Kikel: all coalitions, tribes and partners speak with the same voice

R Linzer asked participants to think about the strengths of the Cultural Trust

- Price: statewide reach
- Andries: good impression of what the Trust is and what it does
- Yamasaki: reach to donors; ability to get CARES/ARPA funds out; appreciate assistance from staff for marketing and outreach
- Curran: License plate
- Canty-Jones: distribution of funds
- Curran: stability of staff
- Johnson: excellent relationship with partners
- Kramer: build the concept of culture

R Linzer asked participants to think about the weaknesses of the Trust

- Andries: confusion between Trust and Commission (dividing line)
- Canty-Jones: asking too much of staff (capacity)
- Johnson: state thinking about reorganizing the Trust
- Rogers: administrative budget is hindered by the admin cap
- Price: donor management/engagement is good but could be better
- Schreiner: integration with Oregon Arts Commission is a liability
- Yamasaki: lack of clarity of roles and responsibilities with comingling of Trust and Commission
- Van Dyke: untapped potential for tax credit
- Kramer: legislation envisioned an organization that did not come to pass due to lack of funding
- Kikel: technology; lack of understanding by Business Oregon

R Linzer asked participants to think about our opportunities

- Kramer: rethink legislation to what we do; success of ARPA/CARES to show we do work; now is the time to make those requests
- Yamasaki: are we housed in the right place or should we be on our own; we need staff/technology/support to raise funds; comprehensive database that includes those that donate to the coalitions (technical assistance to coalitions); the Trust is the “big idea”
- Andries: develop legislative champions; pay panelists
- Schreiner: logistical and organizational change to have the aptitude and capacity; make smart decisions about our technology instead of being told what we will use by those that don’t understand our work; address DEIA
- Price: work more like a foundation, adoption of best practices of donor management
- Rogers: reach new audiences
- Schreiner: relationships with coalitions; CHAMP legislation example of working together

R. Linzer asked participants to think about threats

- Bell: admin rules
- Schreiner: downsizing
- Andries: not cultivating value among all legislators; responding to needs of individual communities; process for choosing board members
- Prices: economy; sunset timeline of tax credit
- Yamasaki: geographical diversity of board members; not having clear board roles
- Kramer: legislation is not flexible and we can’t respond to changing times

R Linzer asked what changes can we make

- Yamasaki: clarity of mission
- Kramer: better understanding, shared with partners, who the Cultural Trust wants to be
- Rogers: leverage permanent fund
- Price: make changes with endowment – we want to be proactive

Diversity, Equity, Inclusion and Accessibility Planning

Sponko presented report. Yamasaki asked if the Trust and Commission was going to have separate plans. Sponko said yes. Yamasaki noted that the reference to arts, culture, or arts, heritage and humanities be consistent.

Andries asked how we would identify groups such as underrepresented or under served. Sponko said we have a definition section, but we can add this in those areas.

Sponko asked about setting up a committee to review this or to pass this to the Grants/DEI committee. Yamasaki said we should bring it to the standing committee. Rogers said we are going to ask a coalition member to be on the committee with us. Sponko said we will convene a meeting to take a deeper dive on this and will bring an updated plan to a future meeting.

License Plate Update

Kikel presented report. Andries asked how much of the plate fee goes to the Trust. Rogers said ODOT keeps \$2.50. Kramer asked where we are getting the money to produce puzzles and where any money goes. Kikel said we would sell the materials at cost to Made In Oregon and they would sell it and keep any money they made.

Fundraising Campaign and Trust Fiscal YTD

Fleming presented YTD numbers.

Kikel presented report.

Cultural Trust Program Updates

Schreiner presented report. Yamasaki asked if the number of applications is up or down compared with last year. Schreiner said down.

Action: Share a report of subgrants.

Kramer asked if there is a coalition group for them to speak about their issues. Schreiner said we are starting coalition meet-ups.

Andries asked about the applications that are not received or not moved to panel. Schreiner said most of those are incomplete applications and some don't meet the eligibility criteria. He asked if the spread across categories is level. Schreiner said that there are always fewer applications in Preservation.

Yamasaki asked if applications can move to another category after they are submitted. Schreiner said no.

ARPA Program Update

Schreiner presented report.

Patricia Reser Center for the Arts Update

Ayzoukian discussed the opening of the Patricia Reser Center for the Arts in Beaverton.

Initial Budget Preview and Executive Director Report

Rogers presented report. The board agreed to support the 60/40 split.

Rogers discussed the Legislative Concepts and the Policy Option Packages.

Public Comment

None.

Adjourn

Price adjourned the meeting at 12:27 pm.