

**Bend Cultural Tourism Fund
Commission Meeting
January 8, 2016, 2:00pm - 4:00pm
Library Administration Building
507 NW Wall Street, Bend OR 97701
Minutes (Approved at the April 14, 2016 meeting)**

In attendance: Brian Wagner; Kevin Barclay; Noelle Fredland; Marsha Stout; Julie Gregory; Cassondra Schindler; Aaron Switzer; Amy Mentuck; Rene' Mitchell; John Flannery; Matt Schiffman; Rod Porsche; Shannon Planchon; Shari Crandall, Minutes

Absent: Jaime Aguirre

Guests: None

Meeting called to order: 2:03 pm

I. Welcome/Introductions

Brian Wagner opened the meeting.

II. Approval of minutes from September 22, 2105 meeting [Meeting Attachment ("Attachment") pg 2-6]

The Commission members approved the minutes as written.

III. Budget Report – Scott Greenstone; FY16 as of November 30, 2015 [Attachment pg 7-20]

Scott Greenstone was unable to attend this meeting; the budget documents provided by Greenstone went through November 30, 2015.

Shannon Planchon provided the brief budget update: 2015 tourism was great; BCTF is well ahead of the budgeted revenue and surplus. Greenstone recommended that the Commission currently consider a total award amount of \$150,000 for the 2016 grant cycle. However, the total award amount may be higher.

With respect to outstanding funds through November 2015: the grantees currently receive 75% of the award in advance of the project and the remaining 25% upon submittal of the final report. To date, two grantees, BendFilm, Inc. and ScaleHouse, have submitted their final reports and have received final funding.

Per Planchon, the grantees are encouraged to complete their final reports within 30 days after completion of their respective projects. However, for the FY2015 and FY2016 cycles, the grantees are required to provide their final reports no later than July 31 of the following grant-cycle year.

To better track expenditures, a question arose whether the Commission would like to amend the date of reporting provisions for FY2017 and beyond. Another suggestion was to request an interim report beginning in FY2017. Discussion regarding an amendment to better track expenditures and the final report provision will be held at a later date.

IV. Review/Discuss/Recommend Program Revisions [Attachment pg 21-26]

Planchon noted that she had received excellent feedback from the Commission members and the community regarding changes in Policies, Procedures & Grant Guidelines ("Policies"). Below are the proposed changes or issues, discussions, and outcomes:

A. Proposed change:

“The BCTF Commission will: . . . Confirm executive committee members and (2) Bend Citizen Representatives.”
[Attachment pg 23]

This recommendation is solely for housekeeping purposes.

After discussion, the Commission voted to adopt the proposed change, underlined above.

B. Proposed change:

“Seasonality of the proposal (20 points): Generating incremental tourism during the shoulder seasons and winter months is a key goal for the BCTF. As a result, each application will be scored on its potential to generate incremental tourism during the targeted months: (January = 20 points, February = 20 points, March = 20 points, April = 20 points, May = 20 points, June 1-15 = 10 points, June 16-August = 0 points, September = 10 points, October = 20 points, November = 20 points, December = 20 points).” [Attachment pg 25]

Pursuant to committee review, it is thought these recommended seasonal point changes better reflect the intent of the fund to increase tourism during the winter and shoulder season periods. Originally: September had 13 points, now it will have 10; June had 5 points, now it is split so that June 1-15 will have 10 points and June 16-August will have 0 points.

Per Planchon, the applicant must choose the month of most impact for Seasonality of Proposal points.

For future grant cycles, the Commission discussed possibly including split points in December/January and September to reflect the possible increase in tourism already existing during winter-break and the Labor Day weekend, respectively.

Further examination of available data will help address additional point adjustments, if needed, for future grant cycles. The Commission will have the final quarter report of the calendar year to examine the impact of grant programs and to determine whether there is a need to adjust seasonality points for future grant cycles. In addition, Planchon will also obtain the occupancy numbers from Visit Bend for these periods and report back to the Commission.

After discussion, the Commission members voted to adopt the proposed changes in “Seasonality of proposal (20 points)” in Policies, Procedures & Grant Guidelines, underlined above.

C. Issue:

Does a BCTF Commission member who no longer serves on the Board or Committee of the Appointing Organization continue as a BCTF Commission member? [Attachment pg 22-23]

The BCTF Policies, Procedures & Grant Guidelines (“Policies”) state, in part:

“Commission members serve two-year terms, with a maximum of three consecutive terms (staggered terms to start) . . . The composition of the BCTF Commission consists of the following positions:

1 *member* of the City of Bend’s Arts & Beautification *Committee* (appointed by the Mayor)

1 Arts Central *board member* (appointed by the Arts Central board of directors)

1 Arts & Culture Alliance *board member* (appointed by ACA board of directors)

1 ScaleHouse *board member* (appointed by the ScaleHouse board of directors) . . .

1 Visit Bend *board member* (appointed by the Visit Bend board of directors). (Italics not in the original)

The Policies are silent as to whether the BCTF Commission member who no longer serves on the Appointing Organization’s board or committee shall continue to serve as a BCTF Commission member for the remainder of the BCTF term.

After considerable discussion, the Commission members agreed:

- In the event the BCTF Commission member no longer serves on the board or committee of the Appointing Organization, the Commission member will continue to serve on the BCTF Commission for the remainder of the appointed two-year term, unless the Appointing Organization desires to appoint another of its board or committee members to take the place of previously appointed Commission member.
- The BCTF Commission member will continue to report to the Appointing Organization as if the Commission member were still on the Appointing Organization's board or committee.

Within the month, Planchon will send a "Thank you" letter to every Appointing Organization. The letter will address: the respective Commission member's contribution: the work accomplished; the Commission member's term for BCTF; the process if/when the Commission member no longer serves on the Appointing Organization's board or committee.

V. Revised Grant Application [Attachment pg 27-28]

The online BCTF grant application is live.

Planchon will make the appropriate changes to the seasonality of proposal points, as adopted in Section IV.B above, and notify all potential applicants.

Pursuant to comments at the last meeting, the Application has been tightened and reworded. Planchon notified applicants the Application "is substantially different from last year." An example, the applicant must now attach up to two letters of partner support, if applicable. Planchon attached a pdf budget document to provide assistance in helping the applicant organize its numbers. In the Letter of Intent, Planchon included "BCTF is a public body and does not keep proposals confidential."

VI. Commission Member/Executive Committee Election

A. The proposed Commission members' terms include [Attachment pg 29]:

- BCTF Commission member term limits through FY17: John Flannery, Tourism Industry Representative; Kevin Barclay, Arts & Culture Alliance; Matt Schiffman, City of Bend Arts & Beautification Committee; Cassondra Schindler, Bend Citizen Representative; Julie Gregory, Bend Citizen Representative; Rene' Mitchell, ScaleHouse.
- BCTF Commission member term limits through FY18: Jaime Aquirre, Old Mill District; Aaron Switzer, Tourism Industry Representative; Brian Wagner, Regional or State Foundation; Rod Porsche, Downtown Bend Business Association; Marsha Stout, Arts Central Board; Amy Mentuck, Performing & Literary Arts Community; Noelle Fredland, Visit Bend Board Member.

Commission members voted to adopt the proposed terms as listed for the Commission members.

2. Election of the two Bend City representatives to the Commission. [Attachment pg 30]

Planchon sent an invitation to the community asking for nominations for two Bend City representatives from any segment of the community to be submitted by December 31, 2015.

Only two people submitted candidate statements and have been placed on the slate: Cassondra Schiller and Julie Gregory, both of whom currently represent the City of Bend on the Commission.

The Commission members voted to approve Schiller and Gregory as the two Bend City representatives.

3. Executive Committee FY16

Planchon explained the Executive Committee typically meets every 2 months by phone and provides feedback to the BCTF grant administrator.

After discussion the Commission members approved the Executive Committee:

- Chairperson: Brian Wagner (for one more year, at his request)
- Vice Chair: Noelle Fredland
- Treasurer: Rene' Mitchell
- 4th member: John Flannery

4. Code of Ethics [Attachment pg 31-32]

BCTF Commissioners must agree to act in accordance with policies pertaining to conflict of interest and transparency.

Each Commission member, who attended this meeting, executed the formal BCTF Commissioners' Code of Ethics. Planchon will send the document to Jaime Aguirre for execution.

VII. FY16 Grant timeline [Attachment pg 33]

A. The proposed FY16 Calendar is similar to FY15:

- Online Grant application went live December 15, 2015
- Grant Deadline: March 31, 2016
- Panel Review opens: April 21, 2015
- Grants Awarded by: June 15, 2016 with agreements to start July 1, 2016
- Final reports from grantees due: no later than July 31, 2016.

B. The proposed Commission quarterly meetings:

- January 8, 2106
- April 14, 2016, Thursday, 1-3pm (Kevin Wagner will confirm whether the Library Administration Building is available)
- June 10, 2016, Friday, 9-4:30, Grant Review, Planchon will secure a venue.
- October, 2016, TBD

The Commission members agreed to the proposed FY16 Grant calendar and quarterly meeting dates.

VIII. FY15 Grant updates

Planchon provided FY15 grantee updates:

- A. BendFilm, Inc. submitted its final report. BendFilm created a survey to track demographics and determined that 28% of the attendees were from out of town. Its goal is to build its brand to draw better judges and films.
- B. ScaleHouse submitted its final report. ScaleHouse did not obtain their projected number of attendees; the dates chosen were busy with other community activities.
- C. A6 will submit its final report in June. Informally, A6 reported great success for its project; A6 credits BCTF: the project created significant promotion of the organization; through that success, they were financially able to move to improved business accommodations.

- D. Author! Author! will submit its final report later. Informally, Author! Author! reported that while they had some success, they did not have as many attendees as projected. They did improve their branding outside of Central Oregon and will review their data over the year to determine whether its demographics have changed.

IX. BCTF Advertising

- A. BCTF requires the grantee to recognize BCTF in their project promotion materials. In August, Planchon reminded the grantees of this requirement and again provided them with the BCTF logo.
- B. One of the responsibilities of the Commission is to promote BCTF. Commission members discussed several ways to do this. Cassandra Schindler and Noelle Fredland volunteered to sit on a marketing/messaging committee and meet with Planchon to further discuss and identify FY16 marketing and promotional opportunities.

X. Public Comment - 3 minutes per person

None

XI. Set Next Commission Meeting date

April 14, 2016, Thursday, 1:00-3:00pm, Library Administration Building (unless advised otherwise)

XII. Commissioner Comments (15 minutes)

No comments

XIII. Meeting adjourned at 3:50 pm