

**Bend Cultural Tourism Fund  
Commission Meeting  
September 22, 2015, 2:00pm – 4:00 pm  
Library Administration Building  
507 NW Wall Street, Bend OR 97701**

**[Minutes approved at January 8, 2016 Commission meeting]**

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

**Absent:** None

**Guests:** Scott Greenstone; Erin Felder, Bend A Cappella, Tower Theatre; Alison Hamm, Tower Theatre; Ray Solley, Tower Theatre;

**Meeting called to order: 2:07pm**

**I. Welcome/Introductions**

Brian Wagner opened the meeting. Rod Porsche, who is replacing Chuck Arnold, was welcomed and introductions made.

**II. Approval of minutes from May 4, 2015 meeting**

The Commissioners approved the minutes as written.

**III. Budget Report – Scott Greenstone: FY15 Closeout, plus current year as of August 31, 2015**

Scott presented the BCTF Financial Reporting Package for FY15 Closeout and Year-to-date through August 31, 2105 (FRP August 2015) and highlighted the following:

- FY15 ended with revenues of \$126,300; grants pledged \$125,000; 75% of grants paid \$93,800; grants pledged/unpaid \$31,200, to be paid upon 2015 grantees' submittal of final reports; fund balance of \$1,300 to be carried over to FY16. (FRP August 2015, p 2)
- FY15 and FY16 YTD Operating Expenses, including administrative expenses, under budget; operating expenses paid as they arise. (FRP August 2015, pp 3, 6)
- FY16 began with \$32,500, which includes FY15 grants pledged but yet unpaid and fund carry over. (FRP August 2015, p4)
- Current FY16 YTD Revenue is \$53,000, budgeted \$41,900 with the increased revenue amount driven by higher than forecasted seasonal TRT Room Collections. (FRP August 2015, p3)
- Overall budget by month (Jul-15 through Jun-16) shows a budget total revenue \$169,000, operating expenses \$35,000, fund balance before grants \$134,000. (FRP August 2015, p8)
- Cultural Tourism Fund Grants for 2016 is budgeted at \$135,000. This is a very conservative figure and revenue could be \$175,000; Scott projected that the Commission might consider awards from \$150,000 to \$200,000 in FY16.

Questions and comments from the Commission: Is the BCTF mandate to annually grant the total revenue funded? Per Scott, VisitBend is currently discussing economic cycles and possible "rainy-day" funds for potential economic downturns. Commission comment: the Commission will need to consider this when it discusses issues such as multi-year grants.

**IV. FY15 Grantmaking and Program Review**

After the May grant review meeting, Planchon created a survey to determine what, if any, changes

should be made in the BCTF grant making process. She sent a survey to approximately 70 email addresses that included commissioners, applicants, and interested parties to which she received a 33% response rate.

Planchon captured the specific survey comments and incorporated them with the questions raised by the Commission in the May 4, 2015 meeting. The key comments were summarized in her August 25, 2015 report entitled FY15 BCTF Policy and Grant Review. The Commission discussed the key comments and Planchon's recommendations, as listed below.

#### **A. Letter of Intent (LOI)**

1. Release of Proprietary Information: In FY15, the BCTF application process included the optional opportunity for an applicant to submit a LOI and work with Planchon before taking further steps in completing the grant application. However once an applicant submitted a LOI, that document was subject to public disclosure, pursuant to applicable laws.

##### **After discussion, the Commissioners agreed:**

- Retain the LOI as an optional, and valuable, service to potential applicants;
- Inform all applicants in clear and concise terms that submittal of a LOI is subject to public disclosure.

#### **B. Grant Guidelines & Application Revisions**

1. Multi-year funding for a single application: Currently, multi-year funding is not precluded by BCTF. To implement, BCTF would need to define the process and a way to budget the funds. Planchon recommended BCTF go through one more grant cycle before exploring multi-year funding. Planchon further noted that should BCTF want to consider a change to the May 2014 Policies, Procedures & Grant Guidelines it would need to go through the public comment process.

##### **After discussion, the Commissioners agreed:**

- Revisit the multi-year funding issue for the FY17 grant cycle and submit any recommendations to VisitBend for review.
2. Implement criteria for "need based" funds: Currently, the goal of BCTF is to attract cultural tourists from outside a 50-mile radius during the shoulder and winter seasons; it does not limit funding based on "need." To implement a change that would limit funding to "need based", BCTF would need to go through the public comment process.

##### **After discussion, the Commissioners agreed:**

- Given the intent of BCTF, the fund is not limited to "need based" applicants.
3. Can an organization apply year after year?: Questions and comments during the "year after year" discussion included:
    - Only one application per organization per year but an organization may apply each grant cycle;
    - BCTF encourages partners and collaboration;
    - If two or more organizations collaborate, one organization will be the lead organization for purposes of the application and the other organization[s] will be partner[s];
    - If an organization is a partner in more than one event within one BCTF cycle, an issue of perception may arise if that one organization receives funding from multiple grant awards.

**After discussion, the Commissioners agreed:**

- An organization may apply for grant funds year after year and this will be emphasized in the Application Guidelines.
- The Application Guidelines need to educate the applicants by better defining “partners” and/or “collaborators” and providing clarification with respect to partnership/collaborative roles wherein one organization will be the lead and apply for a grant that includes other organizations who are defined as partners/collaborators; and, within the same grant cycle, that organization may also be a partner/collaborator identified within another organization’s grant application.
- Before the FY16 grant cycle goes live, Planchon will draft wording to be included in the Application Guidelines and will forward the text changes to the Commissioners for review and comment.

4. Clarify “economic impact” expectation:

**After discussion, the Commissioners agreed:**

- Of the 15 maximum points allowed for “Return on Investment (ROI) Measurement/Evaluation,” 5 points will be based on a metric, to be identified (examples: metric formulas used by VisitBend, Americans for the Arts, and/or survey created by the applicant), and 10 points will be based on the current criteria established within the related questions.
- Planchon will draft wording with respect to ROI to be included in the Application Guidelines and will forward the text changes to the Commissioners for review and comment.

5. Clarify “marketing plan” expectation:

**After discussion, the Commissioners agreed:**

- The Commissioners will clarify the BCTF marketing plan requirement by removing the request to “explain the marketing plan” and instead provide a series of questions to be answered by the applicant.
- Planchon and Rene’ will collaborate in writing pertinent questions regarding the “marketing plan.” Planchon will forward the changes in text to the Commissioners for review and comment.

6. Can small business have a set aside?:

**After discussion, the Commissioners agreed:**

- This is not a policy or procedure BCTF should take.

7. Capacity numbers for a proposed activity/explain how an increased audience is managed particularly in already sold out events:

**After discussion, the Commissioners agreed:**

- Planchon will add language to Organizational Capacity for the applicant to address whether the activity will increase audience participation, and if the event was previously sold out in prior years, how the applicant plans to incorporate new participants/audience.

8. Concern with inflation of grant requests if partial funding continued:

**After discussion, the Commissioners agreed:**

- They liked the flexibility in FY15 in determining the funding matrix on which to make recommendations to VisitBend to award the available funds.
- They will be mindful of this potential issue for future grant cycles.

### **C. Grant Review & Award Process**

1. Applicant Formal Presentation to better explain their application or to respond to commissioner questions:

#### **After discussion, the Commissioners agreed:**

- The Commissioners prefer to retain optional applicant attendance at the review meeting.
  - The Commissioners prefer to not have a formal presentation by applicants at the review meeting.
  - The Commissioners prefer to delete the three-minute applicant comment period at the review meeting.
  - The Commissioners prefer to keep the discussion of the application within the Commission. If the need arises for clarification subsequent to their discussion, a commissioner may direct a specific question to the applicant, if present at the review meeting.
  - During the commission review process prior to the review meeting, if a question arises requiring further applicant clarification, the commissioner will forward the query to Planchon who will contact the applicant. Planchon will then forward the question and applicant's answer to all commissioners prior to the meeting.
2. Funding allocations for specific categories of applications made prior to the review and funding meeting: Due to time limitation, this topic has been tabled and will be addressed next meeting.
  3. Perception of conflict of interest of some Commissioners: BCTF's May, 2014 Policies, Procedures & Grant Guidelines are clear with respect to appointment of commissioners. The Commission could consider appointing other panelists to participate in the grant review. Due to time limitation, this topic has been tabled and will be addressed next meeting.

### **V. FY16 Grant Timeline**

Given the need for revisions addressed above in "IV. FY15 Grantmaking and Program Review," the Online Grant Application will go live in November rather than October. Otherwise, the FY16 grant timeline will be based on FY15's timeline: LOI due January 15, 2016; proposed grant deadline due March 31, 2016; panel review opens April 13, 2016; proposed in person grant review sometime between May 11 and May 25, 2016; grants awarded by June 15, 2016; agreements to start July 1, 2016; and, final reports from grantees due July 31, 2017.

### **VI. Commission Member Election Process**

#### **A. Positions and Terms**

As defined by the BCTF Policies, Procedure & Grant Guidelines, commissioners serve two-year terms that are initially staggered, and each member may serve a maximum of three consecutive terms. The Commissioners have agreed to speak with their respective organizations regarding term length and will provide the information to Planchon. Due to time limitation, this topic has been tabled and will be addressed next meeting.

### **VII. Public Comment – 3 minutes per person**

No comment.

### **VIII. Set Next Commission Meeting date**

Friday, January 8, 2016, 2:00pm - 4:00pm

Kevin will reserve the room.

**IX. Commissioner Comments (15 minutes)**

No further comment.

**X. Meeting adjourned: 4:10pm**