

**Bend Cultural Tourism Fund
Commission Meeting
Minutes (Approved 9/22/15)
May 4, 2015 – 9:00 a.m. to 4:00 p.m.
Library Administration Building
507 NW Wall Street, Bend OR 97701**

In attendance: John Flannery, Kevin Barclay, Noelle Fredland, Marsha Stout, Brian Wagner, Amy Mentuck, Jaime Aguirre, Matt Schiffman, Julie Gregory, Cassondra Schindler, Rene' Mitchell, Chuck Arnold, Aaron Switzer, Shannon Planchon.

Absent: None

Guests: Shari Crandall (note taker); Scott Greenstone; Dawn Boone, Atelier 6; Rick Jenkins, Stage Right Productions; Lynette Braillard, Bend WebCAM; Louise Shirley, High Desert Museum; Sandy Cummings, High Desert Museum; Dalg Friedkin, Backyard Farm Tour; David Marqui, Crow's Feet Commons; Isabelle Senger, High Desert Chamber Music; Karin Roy, Lay It Out Events; Amanda Stuermer, World Muse; Mark Knowles, Bend WebCAM; Sandy Klein, Stage Right Productions; Scalehouse; Tim Gibbons, Deschutes Historical Museum; Linda Orchelieto, Deschutes Historical Museum; Nancy Engebretson, OperaBend; April Baer, OPB; Marney Smith, Les Schwab Amphitheater; Todd Looby, BendFilm; Doug LaPlaca, Visit Bend.

The meeting was called to order: 9:02 a.m.

Welcome/Introductions:

Brian Wagner opened the meeting; Shannon Planchon reviewed the day's agenda; introductions were made; Brian outlined the process and the underlying reason for granting funds.

Approval of the minutes from the January 22, 2015 meeting:

Spelling corrections were identified.

Budget Report:

Scott Greenstone presented the Cultural Tourism Financial Reported Package, March 2015 (third quarter end) and provided an update on the financial status of the fund.

Given the revenue and operating expenses at the end of March, the projected fund total is \$105,000. However, due to a tax rate increase of .4% and a projected increase in funding in June and July, 2015, Visit Bend will be in a strong financial position. For its first granting period, the Commission may consider funding the 2015 cultural tourism grants to an upper limit of \$125,000.

Shannon also advised that final operating expenses would be less than originally budgeted.

The 2015 grant funds are committed but not dispersed. Grant fund dispersal begins July 1, 2015. The grantee shall receive 75% of the award in advance and 25% upon submittal of its final report.

IV. Grant Review Process:

For each grant proposal, the Commission addressed the six (6) criteria listed in the grant guidelines:

- Quality of services and outcomes;
- Organizational capacity;
- Seasonality;
- Quality and thoroughness of the business and marketing plan;
- Return on Investment;
- Collaboration, partnerships, and resource development.

In fairness to all applicants, of whom some could not attend this meeting, Brian reminded the Commission that decisions regarding the grant proposal should be based on information provided within the application. Therefore, with respect to questions arising from a specific proposal, the Commissioners were first to attempt to resolve the issue through discussion. If the Commissioners were unable to satisfactorily resolve the issue, they were given the opportunity to ask a specific clarifying question of the applicant's representative, if present.

The Commissioners had an opportunity to rescore each proposal following its discussion and after the public comment period.

The Commissioners discussed procedural questions as they arose and suggested future topics to address regarding process, including:

- Tighten language/revise the Guidelines to be more specific and less general;
- Under Criteria, separate “Resource Development” from “Collaboration and Partnership”;
- Commission to better define arts/culture;
- Commission to address whether an applicant can build a new cultural component;
- Assign a smaller score to “big” weekends within the primary target period where tourism is already near maximum capacity (for example, Washington’s three day birthday weekend);
- Ask applicant to address whether the financial (or other metric) impact of an event is directly related to investment from the grant or from the entire event;
- Ask applicant for a more robust marketing plan than is currently requested;
- Ask applicant to specifically address capacity, particularly when a recurring event has historically been near or at full capacity (number of seats available at the event, number of beds available in town);
- Ask applicant for metrics on short and/or long term returns; better metrics upon which the proposal is based;
- Ask applicant to provide letters of partnership when partner/collaborator is identified in the grant proposal.

Conflicts of Interest Declared:

Shannon reiterated the Guidelines on Conflict of Interest: primarily, a conflict of interest arises when the Commissioner or household member has a financial relationship with the applicant and/or when there may be an appearance of bias. Those Commissioners with conflicts of interest recused themselves from discussion and scoring the respective grant proposals, as listed under *Review/Discussion Grant Applications*.

Review/Discussion Grant Applications

1. Atelier 6000
A6 will present an art exhibit of eminent photographer Edward Curtis and produce several related events, attracting a broad audience. Requested \$18,000. Conflict of Interest: Julie Gregory.
2. Bend WebCAM
Bend WebCam Conference will produce its seventh conference in October, building on prior successes and promoting participation to the intersecting Creative and Marketing world. Requested \$14,850. Conflict of Interest: Cassondra Schindler.
3. Bend’s Backyard Farm Tour
Backyard Farm Tour will continue its tour of local farm sites, supporting the local food revolution. Requested \$5,800.
4. BendFilm, Inc.
BendFilm will produce its 12th film festival, presenting local, regional and national filmmakers and jurors. Requested \$35,000. Conflict of Interest: John Flannery, Julie Gregory, Rene Mitchell, Cassondra Schindler, Aaron Switzer.
5. Crow’s Feet Commons
Crow’s Feet Commons will continue its series of monthly live music and family gatherings in conjunction with Mt. Bachelor and Deschutes Brewery. Requested \$65,750.
6. Deschutes County Historical Society
The Deschutes County Historical Society will prepare a major exhibit on the history of Nordic skiing. Requested \$26,700. Conflict of Interest: Marsha Stout.

[10 minute break]

7. Deschutes Public Library Foundation
The Deschutes Public Library Foundation will continue its literary Author! Author! Series, presenting renowned author Timothy Egan. Requested \$25,000. Conflict of Interest: Kevin Barclay, John Flannery.
8. Deschutes River Amphitheater

The Les Schwab Amphitheater will promote several of their concerts to specific out of area markets that have shown strong interest in the Bend area and increase visitor traffic. Requested \$35,000. Conflict of Interest: Noelle Fredland, Cassandra Schindler.

9. High Desert Chamber Music

High Desert Chamber Music (HDCM) will continue presenting its acclaimed Concert Series at the Tower Theatre, and bring supporters and visitors to Downtown Bend in the tourist shoulder season and winter months – September through May. This year, they will actively target their Annual Valentine’s Day concert for promoting to visitors. Requested \$18,000.

10. High Desert Museum

High Desert Museum will mount an exhibit, Arts for the People (working title) which will make art and culture accessible to contemporary audiences by revisiting the prolific, interdisciplinary programs of the Great Depression. Requested \$35,000.

11. Lay It Out Events

Oregon Winterfest will promote more broadly its annual Fire Pit Competition and Experience Fire Arts festival. Requested \$15,000. Conflict of Interest: Noelle Fredland, Aaron Switzer.

12. OperaBend

OperaBend will produce a new opera based on Ellen Waterston’s verse novel “Via Lactea,” an account of a pilgrimage on the Camino de Santiago. Requested \$41,000.

13. ScaleHouse

ScaleHouse is creating Bend Design Conference, an inaugural event which will present award-winning, nationally recognized thought-leaders to showcase design as a promising cultural and economic resource. Requested \$25,000. Conflict of Interest: Rene Mitchell, Cassandra Schindler.

14. Stage Right Productions

Stage Right Productions has been chosen as one of seven community theaters in the United States to premier and produce one of the winning plays from a national playwriting competition that is being held by American Association of Community Theatres (AACT). Requested \$9,410. Conflict of Interest: Aaron Switzer.

15. The Workhouse

The Workhouse, in collaboration with businesses in The Old Ironworks Art’s District, will extend its yearly anniversary celebration from a one-day occurrence, to an art and craft fair, with workshops and classes, in order to encompass the entirety of Oregon, Idaho, and Utah’s public school’s “Spring Break.” Requested \$21,500.

16. Tower Theatre Foundation

The Tower Theatre Foundation, partnering with local vocal music leaders, will launch “Bend A Cappella Festival” February 19-21, 2016. The purpose is to bring together performers, educators, and enthusiasts from across the region to enjoy and showcase vocal music. A variety of activities staged throughout the city will attract individual performers; a cappella group leaders and members, and performance patrons.” Requested \$25,000. Conflict of Interest: Julie Gregory.

17. World Muse

World Muse will produce its fourth Muse Conference, connecting attendees from near and far with locally and internationally recognized artists, activists, and social change leaders to celebrate International Women’s Day and kick-off Women’s History Month. Requested \$20,000. Conflict of Interest: Rene Mitchell, Cassandra Schindler, Aaron Switzer.

Lunch Break

Public Comment – 3 minutes per applicant:

Public comment presented by applicant representatives for: A6, Bend’s Backyard Farm Tour, BendFilm, Crow’s Feet Commons, Deschutes County Historical Society, Deschutes River Amphitheater, High Desert Chamber Music, Lay It Out Events, OperaBend, Stage Right, and World Muse.

Grant Awards Discussion:

After confirming that there were no math errors on the score sheet, Shannon provided the averaged scores for each applicant. The average for each applicant reflected the Commissioners’ scores who did not have a conflict of interest, as listed under *Review/Discussion Grant Applications*. Further, those with a conflict of interest were unable to speak about the respective applicant.

During the application process, each applicant was asked whether the organization would go forward with the proposed event if the Commission’s recommendation did not fully fund the requested amount. All answered yes.

The Commissioners discussed potential processes under which to diversify and allocate grant funds for the best return on the funding investment. The Commissioners initially identified four (4) proposals:

1. Fund the top four (4) ranked applicants at 100% requested amount, for a total award amount of \$ 113,000;
2. Fund the top four (4) ranked applicants at 100% requested amount and award the 5th ranked applicant \$12,000, for a total award amount of \$125,000;
3. Fund the top two (2) ranked applicants at 75% of requested amount and the next six (6) applicants at 50% requested amount, for a total award amount of \$123,000;
4. Similar to #3 but include the 9th ranked applicant since the score between 8 and 9 had a difference of only 0.02%, with a breakdown of funding as noted in the table below for a total award amount of \$125,000:

Applicant (\$ Amount Requested)	Fund Amount Recommend
BendFilm (\$35,000)	\$26,000
Atelier 6 (\$18,000)	\$13,500
Deschutes River Amphitheater (\$35,000)	\$15,750
Tower Theatre Foundation (\$25,000)	\$11,000
High Desert Museum (\$35,000)	\$15,750
Deschutes County Historical Society (\$26,700)	\$12,000
ScaleHouse (\$25,000)	\$11,000
World Muse (\$20,000)	\$9,000
Deschutes Public Library Foundation (\$25,000)	\$11,000
Total	\$125,000

The Commissioners deleted proposals 2 and 3, confirmed that this allocation process is applicable only for the 2015 grant period, and submitted written vote:

- Proposal 1 - 1
- Proposal 4 - 12

Proposal 4 carried.

The Commissioners recommend that the 2015 Bend Cultural Tourism grant funds be allocated as follows: BendFilm \$26,000; Atelier 6 \$13,500; Deschutes River Amphitheater \$15,750; Tower Theatre Foundation \$11,000; High Desert Museum \$15,750; Deschutes County Historical Society \$12,000; ScaleHouse \$11,000; World Muse \$9,000; and, Deschutes Public Library Foundation \$11,000.

Next Steps:

2015 funds will be allocated beginning July 1, 2015.
 The next grant application cycle begins October, 2015.
 Shannon will be sending an e-questionnaire to each Commissioner to get feedback on the process. She asked that each think about and share what changes might be made for the 2016 grant cycle.

Next Commission Meeting date:

Tuesday, 9/22/2015, 2:00 p.m. – 4:00 p.m.
Kevin will reserve the room.

Final Comments:

Doug LaPlaca thanked each Commissioner and those other individuals who helped make the Fund happen. Shannon noted that each Commissioner put in at least 25 hours in the review and scoring process. Several Commissioners noted their appreciation of the leadership for the fund allocation process and others noted their appreciation of the final allocation of funds.

Meeting adjourned: 2:40 p.m.