

**Bend Cultural Tourism Fund  
Commission Meeting  
Draft Minutes (for approval next meeting)  
January 13, 2017 – 2:00 p.m. to 4:00 p.m.  
Deschutes County Offices  
1300 Wall Street, Bend OR 97701**

**In attendance:** Noelle Fredland; Kevin Barclay; Cassondra Schindler; Aaron Switzer; John Flannery; Rod Porsche; Jenny Malone; Marsha Stout; Rene' Mitchell (left the meeting 3:10); Brian Wagner (attended by phone/left the meeting 3:20); Shannon Planchon; Shari Crandall, minutes

**Absent:** Jodie Barram

**Guests:** Scott Greenstone; Valerie Warren, Visit Bend.

The meeting was called to order: 2:12 p.m.

**I. Welcome/Introductions**

Fredland opened the meeting. Introductions were made.

**a. New Commissioners:**

New Commissioner Jenny Malone attended the meeting.

**II. Approval of minutes from September 29, 2016 meeting**

The Commission approved the minutes as written.

**III. Budget Report – Scott Greenstone**

Greenstone presented the "Bend Cultural Tourism Fund Financial Reporting Package as of December 31, 2016 [Package]." Per Greenstone, the City of Bend has changed its funding practices with Visit Bend; instead of paying in advance with a true-up estimate, it will pay in arrears. The consequence for FY2017 is that Visit Bend will receive 11 monthly payments, rather than 12. Accordingly, Visit Bend will still fund 7.5% of its revenue to BCTF but BCTF will also receive 11 months funding for 2017. The BCTF FY17 budget has been revised projecting \$190,000 for July, 2017.

Financially, BCTF is running close to budget and looking good. Of note, City funding is up 2.7% from that which Visit Bend originally budgeted. See Package, page 3.

BCTF currently has a \$126,000 surplus after the first six months of FY17. See Package, page 10.

With respect to FY2016, BCTF has two unpaid balances: High Desert and World Muse. See Package, page 5. Planchon noted an err, the unpaid balances should include ScaleHouse, not High Desert, and World Muse. Greenstone will make the revision.

Greenstone reminded the Commission that only 75% of each grant is funded in July, with a hold back of 25% to be paid upon receipt of the grantee's final report. With the lag, BCTF could target approximately \$200,000 for the FY17 grant cycle.

**IV. FY17 Grant Cycle**

**a. Marketing Grants**

As approved by the Commissioners, see immediately below, the BCTF grant has been bifurcated: Marketing Grants and Catalist Grants.

**b. Catalyst Grants – Final approval**

Visit Bend has approved the Commission’s recommendation regarding Catalyst Grants. The Commission may grant up to 25% of the available funds for Catalyst Grants. Catalyst grantees must provide interim reporting. Planchon provided notice to the community; she received positive feedback from two people, including Pamela Hulse Andrews who thought the Catalyst grant exciting.

Wagner moved, Flannery seconded:

“The Cultural Tourism: Marketing/Program Enhancement Grant fund will include Catalyst Grants beginning this FY17 cycle.”

The Commissioners unanimously approved the motion.

**c. Calendar Review – Set panel and Commission meeting dates**

Because Grants Online, the grants software provider, made changes to its program that were not practicable for the BCTF process, BCTF has contracted with WizeHive. WizeHive will provide, in part, a simple, less complicated, login for applicants; the grants application and score sheet will be side by side during the commissioners’ review process; the program will use a standardized form for the budget.

Due to the change in grant software provider, Planchon requested the grant calendar be amended to launch the BCTF grant application cycle on February 15, 2017, rather than January 31, 2107, with a due date of April 14, 2017.

The Commission unanimously approved Planchon’s request.

**d. Letters of Intent**

In past application cycles, applicants’ submittal of Letters of Intent was optional. Planchon asked whether Letters of Intent should be included for Catalyst Grants.

The Commission agreed Letters of Intent may be optional for Catalyst Grants; the applicant must check the box on the application for Letters of Intent no later than February 28, 2017 with submittal of Letters of Intent due on April 14, 2017.

**e. Further discussion on FY17 grants**

Panelists will have about a month to review the grant applications.

The Commission discussed the need to reach a broader number of people to increase the number of applications. The Marketing Committee is creating a 30-second infomercial video that will ultimately direct people and organizations to the BCTF website. The distribution target date is the end of February. Visit Bend is helping, technically and financially, to produce the video. The video will be distributed through online efforts; the Commissioners have agreed to aid in the distribution. It was suggested BCTF also use Cultural Trust and the Arts Commission databases to get the word out.

The Marketing Committee, Barclay, and Flannery will work on the video. See further discussion VII (a) below.

**f. Technical Assistance Schedule**

The meeting for the grant review process will be Tuesday, May 23, 2017, from 9am to 4pm, place to be determined.

Of note, Planchon is recruiting two outside panelists to help the Commissioners review the grant applications.

## **V. Commission Member Updates**

### **a. Position and Terms; Recruitment**

Julie Gregory has submitted her resignation as Commission member. With Gregory's resignation, the Commission has three (3) vacant positions: one Visit Bend appointed position representing performing and literary arts; and two BCTF appointed positions, one representing Bend citizens and the other representing higher education.

With respect to the performing and literary arts position, the Commission will propose a candidate to Visit Bend: Schindler will speak with the literary arts group to possibly obtain an interested candidate; Malone and Barclay will speak with Jason Graham, former Oregon slam poetry champion, artist and teacher.

With respect to the Bend citizen representative position: Flannery will speak with Jenny Green, business artist, Oregon Arts Commission; Fredland and Mitchell will speak with Sally Russell, Bend's pro tem mayor, to determine whether she would be interested or could suggest another person.

With respect to the higher education position: Mitchell will speak with Kiel Fletcher, OSU arts and applied arts program lead.

Those identified who are possibly interested in serving on the Commission will be directed to speak with Planchon to further discuss the available positions. To assure the vacant positions are filled before the next meeting, Planchon will schedule a teleconference on or before February 15, 2017 for the purpose of voting on the candidates.

### **b. Executive Committee Nomination/Election**

Currently, the following have agreed to serve on the Executive Committee for FY17:  
Chair – Fredland; Vice Chair - Mitchell; Visit Bend Appointee – Flannery. Treasurer is vacant.

The Commission discussed whether "Treasurer" is a necessary position on the Executive Committee.

The Commission unanimously agreed:

Delete "Treasurer" as a member of the Executive Committee and, in its place, add an "At-Large" Executive Committee member. Since this action would amend the BCTF Bylaws, this action requires public notice; Planchon will submit notice.

The Commissioners will vote on the bylaw change and Executive Committee slate next meeting.

## **VI. Final Report Review**

### **a. Copies of all FY15 final reports attached**

The Commission did not discuss.

### **b. FY16 final report update**

In the past, grantees were given a choice of when to file their final reports. That has been changed: grantees must now submit their final reports within thirty (30) days from the end of their project to receive the final 25% of the awarded funds.

Planchon mentioned A6's FY2016 final report which shared a lesson learned: A6 had hoped to have more guests view the Japanese prints; however, they found the date of their show competed with numerous other Bend events. Learning from FY16, their plan is to move the date of the FY17 event, for which they will submit an application, to a less event-busy time.

Planchon asked the Commission whether they are receiving the information needed from the grantees in the final reports. The Commissioners agreed to review the handouts and contact Planchon no later than February 15, 2017 with any additional suggestions.

## **VII. Marketing Committee Report**

### **a. Video**

Schindler and Planchon discussed the video project previously approved by the commission. Last March the commission had discussed the need for outreach and voted to pay \$5000 to develop a video about the grant program. Visit Bend recommended Chris Corbin to work on the project. The BCTF team and Corbin developed the story. However due to life events, the timing kept changing. Corbin eventually produced a beautiful two (2) minute video regarding the success story of an organization who had been funded but the video did not address the requested call to action.

The Marketing Committee met with Visit Bend. The consensus was the video will eventually be published on the Visit Bend website along with a series of other success stories.

To broadcast a video in a timely manner that covers the requisite information, Visit Bend is helping BCTF produce the 30 second infomercial, see IV(e) above. The plan is to keep this video simple with tight focus and a redirection to the BCTF website which will provide more detailed information.

It was suggested that the Commission ask grantees to provide their stories. Planchon will place the request in the grant guidelines.

### **b. Meet-Up Proposal**

The proposed Meet-Up to kick off the video scheduled for January 19, 2017 has been postponed.

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

Valerie Warren, Visit Bend, thanked the commissioners for their time and their work well done.

## **IX. Reschedule next quarter meeting**

Monday, March 13, 2017 from 1pm-3pm; Barclay will book the Deschutes County Library Administrative Building.

## **X. Commissioner Comments**

### **a. Thank you to outgoing Commissioners**

The Commission presented a thank you card to Stout. Stout stated she was proud to have worked on the Commission and felt humbled to be part of group.

## **XI. Meeting adjourned: 4:01 p.m.**