

**Bend Cultural Tourism Fund
Commission Meeting
Draft Minutes (for approval next meeting)
March 13, 2017 – 1:00 p.m. to 3:00 p.m.
Brooks Room / Deschutes County Library
601 NW Wall Street, Bend OR 97703**

In attendance: Noelle Fredland; Kevin Barclay; Aaron Switzer; Rod Porsche; Rene' Mitchell; Jon Flannery; Brian Wagner; Shannon Planchon; Jodie Barram; Jenny Malone; Jenny Green; Zac Boone; Shari Crandall, minutes

Absent: Cassandra Schindler

Guests: Scott Greenstone; Valerie Warren, Visit Bend; Annette Liebe, Central Oregon Regional Solutions Committee; Chantal Strobel, Deschutes Public Library; Suzy Olsen, Deschutes Public Library; Jack Farley, High Desert Makers.

The meeting was called to order at 1:07 p.m.

I. Welcome/Introductions

Fredland opened the meeting. Introductions were made.

II. Approval of minutes from January 13, 2017

The Commission approved the minutes as written.

III. Budget Report – Scott Greenstone

Greenstone presented the “Bend Cultural Tourism Fund Financial Reporting Package, January 2017” (Package).

Financially, BCTF's revenue is currently about \$6,000 more than budgeted, while expenses are about \$4000 under budget. Package, page 3. Greenstone expects similar fiscal numbers for February, 2017.

BCTF has budgeted \$175,000 for grants. Package, page 11. At the end of January, 2017, BCTF had \$160,000 with an unpaid balance of \$25,000 still owed on the FY16 fund cycle. Following payment of the remaining FY16 funds, BCTF will need only \$40,000 to reach the budgeted \$175,000. Package, page 3.

Planchon reported the remaining FY16 funds should be paid by the end of April, 2017.

Regarding grant funds available for FY17, Greenstone reaffirmed the available funds will probably range from a low of \$175,000 to a high of \$200,000.

With respect to discussion regarding the City of Bend possibly redirecting funds from Visit Bend and BCTF, Greenstone assured the Commission that due to a recurring and mandated stable funding source, there will not be a cash flow issue, particularly since payment is made in arrears.

Similarly, with respect to the bill introduced at the state legislature that would allow local jurisdictions to more easily redirect funds allocated for tourism to other jurisdictional expenditures, Greenstone further assured the Commission that even if the bill were to pass, it would have no bearing on this fiscal cycle.

IV. Commissioner Recruitment/Confirmation

- a. Jenny Green Application**
- b. Zak Boone Application**

Planchon thanked the Commissioners for the work they had done to recruit the names of two people interested in filling the two Commission vacancies that are to be appointed and filled by BCTF. She forwarded the biographies of the interested applicants to the Commission for review.

Action: Commissioners unanimously approved, in two separate motions, to accept applicants Jenny Green and Zac Boone, respectively, to fill the two Commission vacancies to were to be appointed by the BCTF Commission.

Planchon reported there is still one vacancy remaining for a BCTF commissioner who is to be appointed by the Visit Bend Board of Directors. Since there is need to appoint the remaining commissioner before the May meeting, the Board of Directors are willing to cast their votes by email if BCTF recommends an applicant. Commissioners will reach out to potential applicants.

V. Policies & Procedures

At the January 13, 2017 meeting, the Commissioners had discussed whether Treasurer was a necessary position on the Executive Committee. Since Planchon tracks payments to the grantees, Greenstone handles BCTF finances, Visit Bend provides oversight of BCTF finances, and a third-party annually audits BCTF, the Commissioners had agreed to vote at this meeting on a BCTF Bylaw change that would remove the Treasurer position.

Action: The Commissioners unanimously approved to change the composition of the BCTF Executive Committee from Chair, Vice Chair, Secretary and Treasurer to Chair, Vice Chair, and two at-large Commissioners.

VI. FY17 Grant Process

a. Timeline

BCTF, through Planchon, and WizeHive entered into a contract toward the end of December, 2016 to rebuild the software program for the BCTF online grant applications. The online grant program launched mid-February.

WizeHive is still building out the “score” sheet but it will be ready in time for the Commissioners’ review of the grant applications.

Due to the new website build-out, the deadline for grant applications was extended to April 14, 2017.

Within the two weeks following the deadline, Planchon will send the grant applications to the Commissioners and External Reviewers, each of whom will review the applications and assign a preliminary score before the May 23, 2017 BCTF meeting.

At the May 23, 2017 meeting, the Commissioners and External Reviewers will discuss and then submit final scores for each grant application.

On July 1, 2017, BCTF will issue 75% of the approved funds to the grantees.

b. Technical Assistance

Planchon reported that the new WizeHive software program has a much nicer interface than the former site. While the online system is different, the Marketing grant itself is the same; the Catalyst grant is new. She has offered website assistance to FY17 grant applicants. To date, there have been no applicant complaints and, as of today, there has been no interest in the Catalyst grants.

Planchon has notified past applicants and grantees they will need to retrieve their old applications and/or data, if desired, no later than June 30, 2017 when the old site will be deleted.

c. Panel Process

i. External reviewers

Planchon announced that Laurel MacMillan has consented to be an external BCTF reviewer. MacMillan is a private consultant, has been involved in Bend tourism, previously sat on the Oregon Arts Commission, and has had much experience in the grant review process.

Planchon also announced Schindler may have conflicts of interest in possibly seven (7) BCTF grant applications for which Schindler will need to recuse herself. Therefore, Planchon would like to identify one additional external grant reviewer before the May 23, 2017 meeting.

ii. Identifying conflict

Planchon reiterated BCTF's standards regarding commissioner conflicts of interest. She will provide ethics forms to the two newly appointed commissioners.

VII. Marketing Update

a. Marketing video

Several people in and outside the Commission were involved in creating the new BCTF marketing video. However, Planchon particularly thanked Commissioners Mitchell and Schindler who were instrumental in driving the video forward.

The video is aspirational, encouraging viewers to think big and apply for a BCTF grant. The video does not specifically state what BCTF is or does, instead it directs the viewer to BendCulturegrants.com to obtain more information.

This new video will go off air after the FY17 grant deadline but will be used again next year. In the interim, BCTF and Visit Bend are creating three storytelling videos each of which highlights a different former BCTF grantee.

b. Distribution plans

i. Commissioner communication

The Marketing Committee has provided the Commissioners with a script that includes a call to action to view the video; it has asked the Commissioners to send the script to people, organizations, and media. Boone will contact Molly Black with ZOLO, Mitchell will contact Michelle Harris with ZOLO. Planchon has requested to be cc'd in all email communications so that she may track who has received the request for action.

Visit Bend has posted the video on their website.

VIII. Introduction of Central Oregon Regional Solutions Advisory Committee (CORSAC): Annette Liebe

a. Supporting the Central Oregon Creative Economy

Wagner introduced Annette Liebe of the Central Oregon Regional Solutions Advisory Committee.

Due to direct and indirect economic development benefits, CORSAC has prioritized supporting regional culture and arts. Paul Nicholson researched and made nine (9) recommendations on retaining and increasing jobs in Central Oregon. Following stakeholders' feedback on the report, CORSAC pinpointed four (4) priorities:

1. Strengthen the Arts and Culture Alliance (ACA);
2. Assist ACA in finding resources for branding and marketing;
3. Work with ACA to explore funding and partnerships for a centralized online tool that would list Central Oregon arts and cultural events;
4. Support a greater collaboration with tourism, arts, and culture leaders

With respect to priority #4, Liebe asked whether and how BCTF might participate. Planchon noted that through a Bend City ballot measure, BCTF has been tasked with a very specific assignment in which the Commission is to grant funds to enhance Bend's economy through cultural tourism during the shoulder seasons and winter months. Wagner wondered whether BCTF might be able to assist through funding the next "big" cultural and/or arts event.

The next CORSAC meeting is April 24, 2017; an agenda will be available fourteen (14) days before the meeting.

IX. Public Comment – 3 minutes per person

In response to an attendee's question, Planchon confirmed the BCTF Commission grant review and discussion on May 23, 2017 is open to the public. That meeting will be held at The Environmental Center.

X. Commissioner Comments – 15 minutes

Porsche requested Planchon to contact him regarding software program training for the application.

Wagner reported ACA is doing two surveys: Intercept Survey, and Arts and Economic Impact Survey. The arts organizations participating in the surveys are located primarily in Bend. Individual organizations will have data that will be sent to Americans for the Arts (AFTA) that they can then use for BCTF applications. The results of the surveys will be announced in Portland on the same day as the Governor's Arts Awards. Wagner will provide the results to BCTF when they are available.

Barram shared The Tower's plans of partnership, including Wanderlust, for future events.

XI. Meeting adjourned: 2:42 p.m.

Next meeting date: May 23, 2017 9 a.m. – 4 p.m.

The Environmental Center, Audubon Room, 16 NW Kansas, Bend OR 97701