

**Bend Cultural Tourism Fund
Commission Meeting
September 29, 2016 – 1:00 p.m. to 3:00 p.m.
Library Administration Building
507 NW Wall Street, Bend OR 97701
Minutes approved January 13, 2017**

In attendance: Noelle Fredland; Kevin Barclay; Marsha Stout; Cassondra Schindler; Aaron Switzer; Rene' Mitchell; John Flannery; Rod Porsche; Jaime Aguirre; Shannon Planchon; Shari Crandall, minutes.

Absent: Brian Wagner; Julie Gregory; Amy Mentuck

Guests: Scott Greenstone; Valerie Warren, Visit Bend; Michelle Seiler, High Desert Museum

The meeting was called to order: 1:00p.m.

I. Welcome/Introductions:

Fredland opened the meeting. Introductions were made.

II. Approval of minutes from June 10, 2016 meeting

The Commission approved the minutes as written.

III. Budget Report – Scott Greenstone: FY16 Closeout, FY17 as of August 31, 2016

Greenstone presented the "Bend Cultural Tourism Fund Financial Performance Summary for the period ended August 31, 2016." Due to favorable city funding revenue in the first two months of the 2017 fiscal year, the revenue increased more than \$10,000 over the original FY17 budget for a total of \$46,000. This trend should continue and may present an "elegant problem" in which there will be more funds than budgeted for FY17. He encouraged the commission to expand the scope of the BCTF model to increase grant recipients.

Greenstone further stated that there may be additional funding; he will have more information by December, 2016.

Greenstone noted there is still time to revise the FY17 budget; Planchon will submit a revised budget to Visit Bend.

Greenstone highlighted:

- There is an unpaid FY15 balance for Deschutes River Amphitheater for a total of \$3,937;
- There is an unpaid FY16 balance for several grant recipients for a total \$46,329;
- At the end of August 2016, the fund balance after grants is \$103,900.

IV. Policies and Procedures

a. Proposed Updates for discussion and adoption

1. Composition of the BCTF Commission

BCTF Policies and Procedures state the BCTF Commission consists of 13 positions of which Arts Central appoints one commission position.

Because Arts Central recently closed leaving 12 commission positions, Planchon asked the commissioners to recommend an organization that has a broad reach in Central Oregon to replace the Arts Central appointee.

After discussion, Barclay moved and Schindler seconded:

"With the loss of Arts Central (and to fill the 13th commission position), the Commission recommends that the Policies and Procedures be amended to replace the Arts Central appointment with a Bend citizen-at-large position to be appointed by the BCTF Commission."

The Commissioners unanimously approved the motion.

2. Quorum

The current BCTF Policies and Procedures are silent to what constitutes a quorum.

The Commission unanimously approved:

The BCTF Policies and Procedures shall be amended to include the definition of "Quorum" to constitute "50% of the appointed Commissioners plus 1."

3. Removal of the BCTF Grant Application and Guidelines from BCTF's Policies and Procedures

Pursuant to Commission direction, Planchon created two different documents that separate BCTF's Grant Application and Guidelines ("Guidelines") from BCTF's Policies and Procedures. Planchon requested the Commission's approval of the separation.

The Commission unanimously approved:

Hereafter, the Guidelines are separate from BCTF's Policies and Procedures.

Planchon will draft the proposed changes approved above and submit the revised BCTF Policies and Procedures to the Visit Bend board of directors.

V. FY17 Grant Application revisions and additions

a. Recommended revisions to grant guidelines includes Catalyst Grant proposal/eligibility based on prior grant compliance

The Commissioners discussed at length the proposed Guidelines submitted by Planchon which include the original Marketing/Program Enhancement Grant ("Marketing Grant") and a new Catalyst Grant for Research and Development ("Catalyst Grant"). The Marketing Grant, including the seasonality component, will remain the same.

With respect to the Catalyst Grant, the Commissioners concurred:

- The intention of the Catalyst Grant will be to expand the number of BCTF applicants by granting "long term seed money" to a strong organization with a good track record for the development of a solid cultural tourism project defined within the Marketing Grant parameters.
- An application for a Catalyst Grant would need to incorporate a thoughtful proposal of an actual plan with a targeted date. In part, the application for funds could include staff, operations, possibly a technology upgrade if substantiated; however, funds for travel would be excluded.
- An applicant may apply for the Marketing Grant for a certain cultural project and/or a Catalyst Grant for different cultural project within the same grant cycle, but may not apply for more than one Catalyst Grant per grant cycle.
- The challenges of the Catalyst Grant include: risk and associated need for tracking/follow up; the amount to be allocated each grant cycle, possibly a specific amount or percentage of the awarded BCTF funds; and, how to define/describe the Catalyst Grant within the Guidelines and to the public for comment.

b. 2016 Calendar for Catalyst Grant

1. October

- Commissioners are to provide input to Planchon no later than Tuesday, October 4, 2016;
- Planchon and members of the BCTF Executive and Marketing Committees will meet the first week of October to draft the language for the cover memorandum, proposed revised guidelines and request for community comment;
- Planchon will roll out public notice to the Bend community for a 30-day comment period.

2. November

- Planchon will compile the community's comment;
- Planchon will submit the compiled comments to the Visit Bend board of directors on Tuesday, November 15, 2016.

3. December

- Planchon will report the results to the Commission at its next meeting, December 15, 2016.

c. Outreach

Planchon will publish notice to the public, including former and current applicants and grantees.

VI. Commission Member Terms

a. Positions and terms proposed revisions

The Commission position terms ending 2016 are: Old Mill District, appointed by Old Mill District; Visit Bend Board Member, appointed by Visit Bend board of directors; Performing & Literary Arts Community, appointed by Visit Bend board of directors; Downtown Bend Business Association appointed by Downtown Bend Business Association board of directors; Tourism Industry Representative appointed by Visit Bend board of directors; and, Regional or State Foundation appointed by Visit Bend board of directors. (See also "Composition of the BCTF Commission IV.a.I" above)

b. Vacancies

Those commissioners who have resigned or who had a commission position deleted are: Matt Schiffman, City of Bend Arts & Beautification; Amy Mentuck, Performing & Literary Arts Community; Jaime Aquirre, Old Mill District; and, Marsha Stout, Arts Central Board.

VII. Marketing Committee report

a. Video

The Marketing Committee contracted with Chris Corbin of Corbin Brands to create a video depicting the innovative example of what Bend is doing to facilitate culture and tourism. The targeted audience will include the general population, businesses, promoters, arts and cultural organizations, organizations such as Travel Oregon, and elected officials including the new Bend Council.

b. MeetUp proposal

With the new Guidelines to be published in December, the Commissioners agreed a good time to launch the video will be January, 2017. The proposed MeetUp date is Thursday, January 19, 2017 from 4:30-6:00pm at the Bend Tour Company, 550 SW Industrial Way #125, Bend.

VIII. Public Comment – 3 minutes per person

There was no public comment.

IX. Set Next Commission meeting date: Thursday, December 15, 2016 from 1:00-3:00pm; Barclay will coordinate the location.

X. Commissioner Comments (15 minutes)

Commissioners noted the following Bend events are occurring in October: BendFilm; BendDesign; and, 10th Month which celebrates the events, ideas and innovations happening in Bend in October. Barclay announced his last day at Deschutes Public Library is today.

XI. Meeting adjourned: 2:55pm