

**Bend Cultural Tourism Fund
Commission Meeting
Final Minutes
May 8, 2018 2:00pm-4:00pm
Deschutes Historical Museum
129 NW Idaho Avenue, Bend OR 97701**

In attendance: Noelle Fredland; John Flannery; Jenny Malone; Jenny Green; Kevin Barclay; Aaron Switzer; Kiel Fletcher; Zak Boone; Elizabeth Quinn; Laurel MacMillan; Shannon Planchon; Shari Crandall, minutes.

Absent: Michelle Mercer; Jason Graham; Mindy Aisling.

Guests: Scott Greenstone, Greenstone Financial Reporting; Valerie Warren, Visit Bend; Rika Ayotte; Michelle Seiler, High Desert Museum; Megan Pooler; Scot Brees, Network 911; Ray Solley, Tower Theatre Foundation.

The meeting was called to order at 2:03pm.

I. Welcome/Introductions

Fredland opened the meeting. Introductions were made and MacMillan, who will soon replace Planchon as BCTF Administrator, provided pertinent biographical information.

II. Approval of Minutes from December 7, 2017 Meeting

The Commission approved the minutes as written.

III. Budget Report – Scott Greenstone: FY18 as of 3/31/18

Greenstone presented the “Bend Cultural Tourism Fund Financial Reporting Package, March, 2018 [Package].”

Greenstone noted, as of March 31, 2018, the current BCTF balance is approximately \$175,000 [see Package p2]. Revenue from the transient room tax and Visit Bend funding are tracking to budget and he doesn't expect that to change. Operating expenses were about \$5,000 more than originally budgeted due to failure to include anticipated expenses. With the inclusion of these additional expenses, BCTF is tracking close to the revised budget [see Package p3]. If revenue and expenses continue as projected, BCTF may fund up to \$205,000 for the FY18 cycle.

He will soon be working on the FY19 budget. The business plan has not yet been presented to the city; however, they are projecting city funding will be based upon a more conservative growth factor of 2% rather than the current 8%. Even with the decrease in projected growth, the baseline for BCTF in FY19 will likely remain about \$205,000.

Greenstone reminded the Commissioners they may contact him directly if they have any questions. Planchon requested Greenstone provide the available FY18 fund amount before the June 11, 2018 meeting, but advised he need not attend that meeting.

IV. Commissioner Information

a. Bend Citizen Representative: Nomination of Rika Ayotte

Ayotte was introduced and she provided her biographical information.

Action: Barclay moved, Malone seconded, to approve Ayotte to serve as a Bend Citizen Representative on the BCTF Commission.

Vote: Commissioners unanimously agreed.

b. Mindy Aisling, Downtown Bend Representative

Mindy Aisling has replaced Rod Porsche as the Downtown Bend Business Association Director; the Downtown Bend Business Association board of directors has appointed her to sit on the BCTF Commission. She was not available to attend today's meeting.

c. Thanks for Service of Brian Wagner, Rod Porsche, Cassondra Spring

BCTF will send a written note to each of these former commissioners thanking them for their service.

d. Executive Committee

i. Updates

Fredland reported the Commission still has one vacant seat - regional art or state foundation - that is to be appointed by Visit Bend board of directors. The desire is to fill that position before the June meeting. Due to the difficulty identifying a regional/state candidate, BCTF may need to amend the bylaws to expand that particular BCTF Commission position. Rather than a regional arts/state candidate, a suggestion was made to amend the position to include a representative who has community foundation experience but who is from a local non-arts entity such as a bank.

To compound the Commission vacancy challenge, Malone, who was appointed by the Mayor, will be completing her term at the end of December, 2018.

With the changes in the Bend arts/culture community, including the loss of entities such as ABC, Arts Central, and Nature of Words, the Commissioners agree they need to create a strategy to cover future vacant BCTF Commission seats. General discussion included: a desire to follow the intent of the bylaws; continue to have representation of the Bend arts/culture community; and, maintain a broad representation from within and outside of the Bend arts/culture community.

Barclay reported the City of Bend is announcing a new two-year term for Creative Laureate. The new Creative Laureate will advocate for arts, culture, and equity for the arts. Announcement of this position will be distributed soon, with a projected start date of July 1, 2018. ScaleHouse will sponsor and ACA will administer the Creative Laureate process. He suggested this might be a good appointment position for the Commission. Barclay will run by Bend City Manager Eric King the idea of possibly having the Creative Laureate serve on the BCTF Commission. Visit Bend will also need to comment on this suggestion.

In the meantime, Fredland reminded the Commission, BCTF needs to vote upon a candidate before the June 11, 2018 meeting.

ii. Confirmation – Zak Boone

Action: Switzer moved, Flannery seconded, to approve Boone to serve on the Executive Committee.

Vote: Commissioners unanimously agreed.

The Executive Committee now consists of Fredland, Barclay, Switzer, and Boone.

V. Administrative Transition FY18 Grant Cycle

The transition of BCTF Administrator from Planchon to MacMillan has gone smoothly. Planchon voiced her appreciation to Visit Bend for approving a longer transition period. MacMillan will take the lead at the June grant review process and Planchon will be leaving at the end of June. After that date, Planchon will be available to answer questions should they arise.

a. Update on Grant Applications Received

Planchon was pleased to see an increase in applications for the FY18 cycle. She thought perhaps moving the grant application deadline from April 15 to April 30 was helpful. The Commission will determine the application deadline date for the FY19 cycle.

b. Panel Process Review, Led by MacMillan

i. External Reviewers include:

1. Liora Sponko, Executive Director Lane Arts Council
2. Elizabeth Quinn, Caldera, Programs Director (Central Oregon)

ii. Scoring Guidance Review

Upon finalizing the Commission's scoring guidance notes, MacMillan drafted the "Bend Cultural Tourism Fund 2018 Grant Panel Review [Review]."

MacMillan went through the Review, and Planchon and MacMillan also provided additional information:

- There are sixteen (16) applications for the BCTF FY18 grant cycle.
- The FY18 grant review for the grant period July 1, 2018 to June 30, 2019 will be held on June 11, 2018 from 9:00am-4:00pm, location to be determined, and is open to the public.
- As reviewers go through the applications, if they have questions or need further information regarding a specific application, they are to direct their questions to Planchon or MacMillan before the June 11, 2018 meeting to provide them enough time to research the question and provide the information to all reviewers.
- For reviewers who have a conflict of interest, the review criteria for the FY18 cycle is slightly different than it has been in the past. If a reviewer has a conflict of interest s/he must recuse her/himself; s/he will not be able to see the application in the software portal; and, s/he will not participate in the discussion on the allocation of grant funds.
- Best practice: Did the applicant answer the question clearly? Does the budget directly tie into the narrative? What is the applicant doing to support the budget?
- The Ad Hoc Grant Committee's scoring guidance has been built into the scoring platform and will be visible on the score sheet. It was also provided to the applicants through the grant FAQs.
- On Tuesday, May 15, 2018, Planchon and MacMillan will send emails to each of the reviewers regarding Marketing/Program Grants and Catalyst Grants, respectively, and will also provide the location of the June 11 meeting. The reviewers will be able to log in to the portal at that time. If a reviewer has a problem with the portal, s/he is to contact Planchon or MacMillan.
- Reviewers will have a month to complete review, make comments, and score applications for which they do not have conflicts of interest. Since the comments are used to provide feedback to the applicant, reviewer comments are important. While scoring, a reviewer cannot see the other reviewers' comments. However, reviewers' comments are summarized for the public record. In addition, reviewers' discussion held during the June 11, 2018 meeting is open to the public.
- The reviewers can change their scores at the meeting. An applicant who receives a score of less than 80% will not receive funding.

- Reviewers may not award more than the applicant requested. Switzer emphasized the need for each qualified reviewer to allocate an award amount for each applicant before the June meeting. The reviewers' initial award amounts for an applicant will be averaged and used as a baseline for discussion at the June 11, 2018 meeting.
- Each reviewer will have completed all the requisite reviews and related scoring before the June 11, 2018 meeting. Each reviewer is to bring a laptop for updates in scoring and comments.
- Questions arose regarding the "Reminder of BCTF Goals" listed in the Review, particularly "[e]nhance Bend's Quality of Life" and "[i]ncrease Bend's appeal to attract new long-term investment in the community." Some Commissioners voiced confusion about how these terms are related to the metrics established by the Commission. Per Barclay, these terms were used prior to Bend voters' approval of the Bend Cultural Tourism Fund. It was also noted that these terms were possibly secondary, indirect goals and/or overarching goals that do not necessarily apply to specific metric criteria. Fredland noted the Commission may choose to discuss BCTF goals as related to the metrics at a meeting following June 11, 2018.
- Ayotte asked whether reviewers may do more research than what an applicant provides in the grant application. The Commission agreed that it is permissible for a reviewer to do his/her own research, such as looking at the applicant's internet website.

iii. Review Technical Process

Reviewers may reward no more than 25% of the available FY18 funds for Catalyst Grants. For example, if there is a total of \$200,000 in available funds, the reviewers can award a maximum of \$50,000 for Catalyst Grants and then award the remaining \$150,000 available to Marketing/Program Grants.

c. Conflict of Interest Policy Reviewed

Commissioners agree there is a need for transparency. After some discussion, Commissioners have agreed to revisit the current Conflict of Interest policy after the June 11, 2018 meeting but prior to the FY19 grant review.

i. Conflicts with Current Applications Declared

Marketing/Program Grant [\$150,000 projected]

- Up.St.ART Bend: No conflict.

Discussion: Barclay disclosed he and Andrea Stuart (contact for the application) discussed the possibility Up.St.ART would be the voice of the ACA; they were going to apply for BCTF funds together. However, ACA subsequently decided to open the bid process to other print media and will make a future determination as to which bid will be accepted. The Commission determined that there is not a conflict under this set of facts. However, should ACA award the bid to Up.St.ART and Up.St.ART applies for future BCTF grant funds, the Commission agreed there would then be a conflict of interest for Barclay.

Planchon noted that for the FY18 grant cycle, Up.St.ART applied for both the Marketing/Program Grant and Catalyst Grant and provided the same grant description for both. While an entity may apply for both grants, it may not apply for the same event in both categories within the same grant cycle, Planchon spoke with Up.St.ART: its application summary has been revised for the Marketing/Program Grant.

- Sunriver Music Festival: No conflict.
- Crow's Feet Commons: No conflict.

- Deschutes County Historical Society: No conflict.

Discussion: Flannery has contracts with the Deschutes County Historical Society, but not for this particular event. Commissioners agreed, no conflict.

- World Muse/Muse Conference 2019: Switzer and Green have conflicts of interest.
- Bend Art Center: No conflict.
- High Desert Museum: Graham has a conflict of interest.
- Lay It Out Events: Switzer and Fredland have conflicts of interest.
- ScaleHouse Contemporary Creative Center: Green and Fletcher have conflicts of interest.
- Tower Theatre Foundation: Green has a conflict of interest.
- BendFilm, Inc.: Switzer and Green have conflicts of interest.

Catalyst Grant [\$50,000 projected]

- Oregon State University Cascades MFA in Creative Writing: Fletcher has a conflict of interest.

Discussion: OSU/Cascades is Fletcher's employer; he works in the Studio Arts Undergraduate program. OSU/Cascades' FY18 Catalyst Grant application is for the Masters of Fine Arts in Creative Writing. After discussion, the Commission agreed Fletcher should recuse himself.

- Up.St.ART Bend: No conflict.
- OUT Central Oregon: No conflict.
- High Desert Mural Festival: No conflict.
- Network 911: Green has a conflict of interest.

VII. Public Comment – 3 minutes per person

There were no public comments.

VIII. Commissioner Comments

There were no further commissioner comments.

IX. Adjourn

The meeting adjourned at 3:20pm.

Grant Panel Meeting Date: June 11, 2018 from 9:00am to 4:00pm, location to be determined