

**Bend Cultural Tourism Fund  
Commission Meeting  
Approved Minutes  
October 29, 2019 – 1:00pm to 3:00pm  
Bend Environmental Center, Audubon Room  
16 NW Kansas Ave, Bend, OR 97703**

**In attendance:** Aaron Switzer; John Flannery; Erin Felder; Zak Boone; Cari Brown; Mindy Aisling; Rika Ayotte; Jenny Malone; Liora Sponko; Valerie Warren, Nonvoting Member; Laurel MacMillan, Administrator; Shari Crandall, Minutes.

**Absent:** Jenny Green; Kiel Fletcher; Kevin Barclay.

**Guests:** Kevney Dugan, Visit Bend; Scott Greenstone, Greenstone Financial Reporting.

The Commission Meeting was called to order at 1:01 pm.

**I. Welcome/Introductions**

MacMillan opened the meeting; introductions were made of those in the room.

**II. Approve Minutes from May 1, 2019: Commission Work Session from 9am-12pm and 3pm-5pm meeting.**

**Action:** Boone moved, Sponko seconded, to approve the May 1, 2019, 9am-12pm/3pm-5pm minutes as written.

**Vote:** The Commission unanimously approved the minutes.

**Approve Minutes from May 1, 2019:12:30pm -2:30pm Commission Meeting**

**Action:** Malone moved, Aisling seconded, to approve the May 1, 2019, 12:30pm-2:30pm minutes as written.

**Vote:** The Commission unanimously approved the minutes.

**III. Public Comment**

There was no public comment.

**IV. BCTF Policy and Composition Conversation and Vote**

**a. Visit Bend Board Recommendation and Executive Work Session Update**

MacMillan noted the current structure of the 13-member BCTF Commission was created after the bond passed in 2013 and included arts/cultural and tourism organizations that were instrumental in its passage. Since that time, the arts and cultural landscape has changed. With that, the Executive Committee has proposed the following changes regarding the Commission composition.

**b. Proposed Changes to Board Policies and Composition**

Proposal 1. As a Commissioner, you or your organization cannot directly benefit from the grant award (i.e. be the main applicant). This will reduce recusals, perceived conflict of interest, and increase the number of Commissioners available for decision making for funding. See handout titled "Suggested Changes to the BCTF Commission Structure and Grant Policies 10/11/19." [Handout]

Switzer reported the Executive Committee discussed the most effective ways to award points, to have more grant applications, to have the best people, and number, possible to review grants. Reviewers' recusals due to conflicts of interest were somewhat problematic - one application last year had three recusals, one reviewer recused herself on six applications, a former commissioner had to recuse himself on three applications as an employee and/or a contractor.

Historically, arts and tourism organizations were needed to pass the bond. Accordingly, these organizations (such as Art Central) were included on the Commission. Some of these entities have ceased to exist. Further, if any of these organizations with seats on the Commission had applied for a BCTF grant, the current policy requires automatic recusals from the review, discussion, and scoring of the applications. The Visit Bend Board has voiced its concern and several in the Bend community saw the conflicts as representational of a larger problem.

It has been five years since the inception of BCTF and after learning what does and doesn't work, it is time to clean up. To decrease these conflicts of interest/recusals, the Executive Committee recommends that any person (and related organization) sitting on the Commission and who would receive a direct benefit cannot apply for a grant. For example, this would include Commissioners directly associated with Scalehouse, Lay It Out Events, and At Liberty.

Agreeing with the Executive Committee's assessment, the Commissioners' discussion then centered on how BCTF policy would define conflict of interest and those who would "receive a direct benefit" - would that include employees, contract employees, board members?

Dugan noted a final decision need not be made at this meeting; he would report to the Visit Bend Board that their concerns were being addressed.

**Action:** The Executive Committee will draft proposed new language for the December meeting.

Proposal 2. Reduce the Commission size through attrition. As terms expire for Commissioners, certain representation will not be renewed:

- i. Reduce Tourism Industry Rep from two to one Commissioners;
- ii. Reduce the Bend Citizen Rep from three to one Commissioners.

This will happen at the end of a Commissioner's term, not midterm or end of year. [Handout]

Pursuant to the prior discussion regarding conflicts of interest and recusals, several commissioners expressed confusion about the inclusion for attrition of the Bend Citizen Representatives, particularly since this seat title appears to be the desired future composition of the Commission.

Questions and discussion included the following topics. Which of the Commission's current seats would remain following attrition at term end? Would it make more sense to change all seats to "at large" rather than keep defined organizational seats? When would the changes occur - now, or as the seats term-out? Would the seats be filled with people who have been well-vetted and have knowledge of grants, the community, other requirements, i.e. skill-based rather than on whom one knows? Would the seats be filled with people who live exclusively in Bend, or also include those residing outside Bend? Would the Regional/State Arts representative continue to be a defined position? How would BCTF tailor recruitment, are metrics needed, would selection be made on the characteristics needed at the time of recruitment? Would there be a generic job description for commissioners? How many seats would best achieve the Commission's goals?

**Action:** Switzer moved, and many seconded: there will be nine (9) to eleven (11) BCTF Commission positions; and, with the exception of the appointed ex-officio non-voting Visit Bend position, all other position titles will now be removed and changed to Representative-at-large.

**Vote:** The Commissioners unanimously approved the motion.

The Commissioners agreed BCTF needs written guidelines to assure its intent is not lost.

**Action:** The Executive Committee will address specifics and bring its recommendations to the next BCTF meeting.

**c. Proposed Changes to Grant Guideline**

Proposal 3. Expand Seasonality. With the same goal of encouraging funding to a variety of projects and events, the Executive Committee proposes changing the prohibited months to July and August only.

Applicants would receive full 20 points from May, June 15-30, and September, which previously was scored at 10 points. [Handout]

Based upon BCTF's goals to encourage cultural tourism and to attain a greater number of grant applications, the review of Visit Bend statistics and the current seasonality point system, the Executive Committee now proposes the above-referenced changes.

**Action:** Flannery moved, Ayotte seconded, BCTF will expand the seasonality point policy to include a full 20 points from September 1 through June 30, and no points for July and August.

**Vote:** The Commissioners unanimously approved the motion.

Proposal 4. Catalyst Grants. The proposed changes would also apply to the Catalyst Grant Category. The Executive Committee recommends tighten the language in the grants to make the intention of the grant program clearer. [Handout]

The same point system approved above for the Marketing Grants also applies to the Catalyst Grants. At the December meeting, the Executive Committee will provide the Commission with revised language for the Catalyst Grants to better reflect the intent of this grant program.

#### **V. Budget Report - Scott Greenstone**

Greenstone presented the “Bend Cultural Tourism Fund Financial Reporting Package, September 2019 [Package].”

Greenstone reported BCTF continues to be a good news story. After the FY20 grant cycle, BCTF will have awarded approximately \$1,000,000. The Commission may wish to promote this.

There are variances in actual revenues and expenses compared to budget each month due to transient room tax compliance/collection and timing differences. Rather than focus on monthly numbers, the Commission will want to focus on the year-to-date financial picture. Should the current revenue stream continue, BCTF may award \$200,000 to \$205,000 for FY20.

#### **VI. Review Proposed 2020 Timeline**

MacMillan reported the FY20 timeline is similar to last year. The application process will go live on January 17, 2020. Therefore, any changes to the app or timeline will need to be made before the end of this year. The proposed timeline for FY20 is:

Date: October 29, 2019

Activity: BCTF Commission meets to discuss updates to 2020 Grant Applications and Review Process

Outcome/Action: List of recommended updates for Laurel/Executive Committee members for 2020 application.

Date: Week of Tuesday December 3, 2019

Activity: BCTF Commission Meeting

Outcome/Action: Votes to approve 2020 grant application; Laurel updates online application on web portal.

Date: January 17, 2020

Activity: Application goes live on website/open for submission

Outcome/Action: Laurel open for technical assistance questions; Commission promotes grant activity within the community.

Date: Week of March 3-6, 2020

Activity: Spring BCTF Commission Meeting and Panel Training

Outcome/Action: Prepare Commissioners and external reviewers to review 2020 grants through online portal and process for Grant Review meeting.

Date: April 24, 2020

Activity: Grant Deadline 5:00pm.

Date: April 29-May 18, 2020

Activity: Grant Review period

Outcome/Action: Around three weeks to review.

Date: One week before the 2020 meeting

Activity: BCTF Commission Packets out

Outcome/Action: Laurel sends to Reviewers.

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Date: Week of May 18, 2020

Activity: BCTF Grant Review Meeting

Outcome/Action: BCTF forwards recommended grants (and supporting info) after meeting to Visit Bend Board with 3+ weeks to review.

Date: Between June 1-12, 2020

Activity: BCTF Executive Committee meets with Visit Bend Board for QA on Grant recommendations

Outcome/Action: Visit Bend Board has a clear understanding of how grant scoring and funding recommendations were reached.

Date: June 16, 2020

Activity: Visit Bend Board Meeting

Outcome/Action: Visit Bend Board approves grant awards

Note: Warren advised the Visit Bend Board does not physically meet in June.

Date: June 18, 2020

Activity: Award Letters/Declined Letters available to go out

Outcome/Action: Laurel sends letters out.

#### **VII. Commissioners Terms Expiring December 31, 2019**

MacMillan reported five Commissioners will term-out at the end of this year: Barclay, Flannery, Fletcher, Malone, and Ayotte. A commissioner may serve three two-year terms, and then must take a term off before serving again on the Commission. A term ends on December 31. Barclay and Flannery have served three terms and will not continue serving on the Commission. Fletcher has chosen to not serve another term. Malone and Ayotte have agreed to serve another term.

#### **VIII. Set Next Meeting**

The next BCTF meeting will be on Monday, Dec 2, 2019, from 1pm-3pm.

#### **IX. Adjourn**

The Commission Meeting was adjourned at 2:35 pm.