

**Bend Cultural Tourism Fund
Commission Meeting
Approved Minutes
January 16, 2020 – 1:00pm to 3:00pm
Bend Environmental Center, Audubon Room
16 NW Kansas Ave, Bend, OR 97703**

In attendance: Aaron Switzer; Erin Felder; Zak Boone; Rika Ayotte; Jenny Malone; Liora Sponko; Jenny Green; Sandy Anderson; Valerie Warren, Nonvoting Member; Laurel MacMillan, Administrator; Shari Crandall, Minutes.

Absent: Mindy Aisling.

Guests: Michelle Seiler, High Desert Museum.

The Commission Meeting was called to order at 1:02pm.

I. Welcome/Introductions

MacMillan opened the meeting.

Introductions were made of those present, including the new Commissioner Sandy Anderson, At Large (the former ScaleHouse position).

MacMillan noted Cari Brown stepped down in December; there are now ten Commissioners, nine of whom are At Large and one, Valerie Warren, who is the nonvoting member representing Visit Bend.

The current Commissioners include: Mindy Aisling, Sandy Anderson, Rika Ayotte, Zak Boone, Erin Felder, Jenny Green, Jenny Malone, Liora Sponko, Aaron Switzer, and Valerie Warren.

II. Public Comment

No comments were made.

III. Budget Report

Scott Greenstone was unable to attend the meeting. Warren reported BCTF's revenue is over budget. The available funds for FY20 will be least \$200,000.

MacMillan reported FY18 is now closed. BCTF had approved of an extension for the Deschutes Historical Society due to unexpected extenuating circumstances. Bend Art Center did not complete the grant; MacMillan will communicate with Greenstone to roll \$3700 into next year's funds.

IV. Approve Minutes from October 29, 2019

Action: Malone moved, Switzer seconded, to approve the October 29, 2019 Minutes as written.

Vote: The Commission unanimously approved the Minutes.

V. BCTF Policy Updates

a. Approve updated Conflict of Interest Disclosure

MacMillan noted the Executive Committee met several times to go through BCTF Policy. Because the Commission wanted to reduce the number of recusals from the discussion, scoring and awarding of funds, the Committee looked closely at Conflict of Interest. Currently, a commissioner may be a board member of an organization that submits a grant for BCTF consideration.

The Committee desired to address direct versus indirect benefits a commissioner might receive from a BCTF grant. Switzer explained the changes listed in the Conflict of Interest Disclosure, using examples, a few of which included:

1. While president of Lay It Out Events, if Switzer desired to remain on the Commission, Lay It Out Events could not submit a grant application.

2. Former commissioner Jason Graham, local artist and musician who received direct financial benefit from organizations who submitted grants, was required to recuse himself from discussing and voting on several grants.

Warren noted the Visit Bend Mission and Vision Statements listed in the revised Conflict of Interest Disclosure had recently been modified; she will provide the modified Statements to MacMillan for inclusion in the new document. She also recommended removal of the paragraph on Transparency since this text pertains to matters not related to Conflict of Interest.

Further discussion ensued.

Action: Boone moved, Ayotte seconded, the Conflict of Interest Disclosure be accepted, to take effect January 1, 2021, with the following changes:

Mission Statement: Revised Visit Bend Mission Statement will be inserted in lieu of current text.

Vision: Revised Visit Bend Vision will be inserted in lieu of current text.

Conflict of Interest Disclosure

Commissioners, administrators, and staff members and their immediate family members may not directly benefit from an organization submitting a grant application. If a Commissioner could benefit from an application, they would need to resign from the BCTF before the grant review meeting. If a Commissioner is a member of the governing board of an organization submitting a grant application, they will publicly recuse themselves from the evaluation and all commission discussions regarding financial allocation of the grant. [changes underlined]

Transparency: This paragraph will be removed.

Vote: The Commission unanimously approved the motion.

b. Approve new Commissioner Job Description

MacMillan recapped the Commissioners' previous vote to decrease the size of the Commission from 13 to 9 to 11 commissioners all of whom would be At Large, with the exception of the Visit Bend non-voting commissioner. The Executive Committee reflected on what was desired in the commissioner job description. The job description reiterates the term of service as two-years, ending in December, and renewable for up to three consecutive terms.

Since the Commission as a whole only meets four times a year, the Executive Committee agreed to the importance of commissioners attending each meeting. Therefore, they agreed each commissioner would be required to attend the 'grant' meeting and be allowed one excused absence from three remaining quarterly meetings. The Committee also addressed commissioner attendance at BCTF funded events/programs.

Upon discussion, the Commissioners agreed to the Commissioner Job Description with the following changes, underlined:

Commissioner Job Description

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Grant Review: Read and rank all grant applications thoroughly, analyzing the strengths and weaknesses of each application, recording notes in an online portal. One grant application takes on average 20-30 minutes to read and the BCTF usually receives fewer than 15 applications per year. Grant review period is usually 2-3 weeks before the meeting. Be prepared to discuss each application's merits at the grant review meeting. Collectively assign funding amount to qualifying applications. . . .

Attend Cultural Tourism Events in Bend: Commissioners are encouraged to attend two or more of the BCTF funded cultural tourism events and programs.

Skills and Commission Representation:

The BCTF Commission, a broad and diverse group of nine to eleven appointed leaders, manages the BCTF. All positions are "At Large," with exception of the non-voting Visit Bend Board or Staff member. . . .

The composition of the BCTF Commission is based on the following principles and objectives:

- Maximize transparency, fairness, and effectiveness, while mitigating conflicts of interest
- Diversify control of Commission appointments
- Commissioners serve on behalf of the entire community, not any specific interest or segment of the community
- Commissioners may not apply for a grant during their time of service.

Removal: Commissioners are expected to perform the roles and expectations outlined above or be subject to removal.

c. Approve updated Policies and Procedures

MacMillan will provide updates for the Policies and Procedures at the next meeting.

VI. Approve Grant Guidelines for 2020

a. Grant Timeline

The grant application deadline is April 24, 2020 at 5:00pm; the BCTF Grant Review Meeting will be the week of May 18, 2020; and, MacMillan will send the award letters mid-June, 2020. Visit Bend must wait until the new fiscal year, July 1, to fund the approved grants.

Green has received feedback from some grantees, especially those who have projects slated earlier in the fiscal year, who report they feel nervous when they do not receive an earlier notice. The Commissioners agreed the Notification Date and Date of Fund Dispersal will be listed at the top of the Grant Guidelines and Application Questions for both Marketing and Catalyst Grants [see Changes to be Made to Grant Guidelines and Applications Questions, included in both Marketing/Program Enhancement and Catalyst Grants-Research & Development, immediately below].

b. Changes to be Made to Grant Guidelines and Applications Questions, included in both Marketing/Program Enhancement and Catalyst Grants - Research & Development [changes underlined]

Deadline 5:00 pm, April 24, 2020

Grant Period: July 1, 2020 - June 30, 2021

The application is completed and submitted online: Open Monday, January 20, 2020

Applicants will be notified of the funding decision the week of June 15, 2020 for funding dispersal starting July 1, 2020.

For any questions, including which grant category to apply under, please contact the BCTF Administrator at laurel@laurelmacmillan.com or 503-803-8260. . . .

Applicants may only apply for one grant in either category. . . .

Eligibility [now reads]

- For-profit businesses, not-for-profit organizations, government agencies, or individuals engaged in cultural tourism activities may apply for BCTF funding.
- Completion of all required steps of the BCTF application process.
- Compliance with prior grant agreements with the BCTF Commission.

Other Considerations

- All BCTF recipients should have the ability to measure the projects economic impact. [moved from "Eligibility" above]
- Recipients of BCTF grants must demonstrate a track record of responsible management, or resources and expertise to effectively execute the proposed program. [moved from "Eligibility" above]

Matching Requirement

Matching grants and/or funding may strengthen an application. No match is required.

Seasonality of Proposal

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June [remove June 1-15] 20 points

Budget

Complete the online budget form for the project described. [remove “No match is required for the project., however demonstrated external resources will strengthen the application.”] There is a narrative field that you should use to fully describe the revenue and expenses more fully than the budget form allows.

Organizational Capacity

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Additional Information **Required** from Applicants:
Provide a brief biographical summary of key staff and/or volunteers who are responsible for organizing and completing the project [this deletes need for attaching resumes in Marketing and makes like terms consistent in Catalyst.]

c. Additional change to be made to Catalyst Grants - Research & Development

Switch first and second paragraphs to read:

The Bend Cultural Tourism Fund (BCTF) grant will enhance the local economy through the promotion and cultivation of Bend's cultural tourism programs. Grants allocated through BCTF support art and culture based activities, projects and programs that attract tourists to the City of Bend, especially during the “off season.”

The Catalyst Grant is intended to support the development of new events or products that further cultural tourism in Bend. Catalyst grants award amounts are typically smaller than the Marketing Grants. Historically, the average award is approximately \$9,000. No more than 25% of available grant funds will be allocated to this category in this grant period (approximately a total of \$50,000).

d. Additional notes pertaining to the two applications

For future application guidance, MacMillan hopes to include a “decision tree” to better direct applicants to “Catalyst” or “Marketing” grants. With respect to allowing a grant applicant only one application either for Marketing or Catalyst per grant cycle, MacMillan suggests the Commission keep an eye on this limitation; if this change isn't working, the Commission may revert to allowing applicants to submit applications under both forms in future grant cycles.

Travel costs are included under Marketing; they are not included under Catalyst Grants.

To facilitate its decision making, Visit Bend appreciates more tracking and data measurements supporting grant applications.

VII. Spring Meeting

The next BCTF meeting will be Wednesday, April 1, 2020 from 1:00pm-3:00pm.

VIII. Grant Review Meeting

The BCTF Grant Review meeting will be Friday, May 22, 2020 from 9:00am-4:00pm.

IX. Commissioner Updates from the Field

a. Reports on BCTF and other Cultural Events – will do this each meeting

Commissioners will have an opportunity to report on BCTF and other cultural events they've attended between quarterly meetings. For this last quarter, Commissioners reported attending Bend's Fall Festival, Scalehouse's Bend Design Conference, and BendFilm. Future non-BCTF events commissioners hope to attend include Bachelor's Apres Ski Bash Concert Series, Luminaria, Rubbish Renewed Eco Fashion Show, and shows by Thoroughly Modern Productions and Dionysus Presents.

X. Adjourn

The Commission meeting was adjourned at 2:22 pm.