

SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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Board Members

Scott Snyder, Chair
Rita Siong, Vice-Chair
Johnathan Baker
Gaelen McAllister
Elaine Navarro
Laura Tesler
Ryan Gail
Omar Alvarado
Felipe Gonzales

City Staff

Chris Neider, Staff Liaison
Kelly Kelly, Staff Support

Next Meeting: May 11th

TOT Grant Process Review

<http://www.cityofsalem.net/CTPAB>

It is the City of Salem's policy to assure that no person shall be discriminated against on the grounds of race, religion, color, sex, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, gender identity, and source of income, as provided by Salem Revised Code 97. The City also fully complies with Title VI of the Civil Rights Act of 1964, and related statutes and regulations, in all programs and activities.

MEETING AGENDA

Tuesday, April 13, 2021

6:00 - 8:00 PM

City of Salem Planning Division YouTube Channel

Link: <https://www.youtube.com/channel/UCUsS60lpf8AGl1u24Yg248Q/>

Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
 - a. March 9, 2021 CTPAB meeting
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda.
5. Items Requiring Action
 - a. Year in Review of Grant Application Process
6. Information Items
 - a. Cultural and Tourism Fund Reports – March 2021
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – March 2021
 - c. Facility Operating Grant Reports – None
 - d. Event Grant Reports – None
 - e. Capital Improvement Reports – None
 - f. Annual Reports – None
7. Appearance of Interested Citizens
(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)
8. Other Business & Parking Lot Items for future discussions
9. Adjournment

MINUTES
CULTURAL AND TOURISM PROMOTION ADVISORY BOARD
Tuesday, March 9, 2021
Remote Meeting via ZOOM
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

<p>MEMBERS PRESENT Scott Snyder, Chair Rita Siong, Vice Chair Elaine Navarro Laura Tesler Ryan Gail Felipe Gonzales</p> <p>Omar Alvarado (arrived late, around 7:02 PM)</p> <p>STAFF PRESENT Chris Neider, CD Management Analyst II Kelly Kelly, CD Staff Assistant</p>	<p>MEMBERS ABSENT Jonathan Baker Gaelen McAllister</p>
<p>GUESTS Guests were allowed to attend via Zoom for this meeting. Guests were also able to view via YouTube.</p> <p>Input, questions and updates ahead of the meeting were invited by Chris Neider.</p>	<p>GUESTS Marie Bradford Blevins, Salem Riverfront Carousel John Olbrantz, Hallie Ford Museum Jason Unruh, Hoopla Karin Putnam – Putnam Helping Hands Resources Alicia Bay-Gilbert House Children's Museum Bryan Gonzales, Festival Chorale Kathleen Fish, Salem Multicultural Institute Sally Puhek Litchfield, Elsinore Theatre Denise Magee, Salem Art Association Ross Sutherland, Bush House Museum Carlee Wright, Press Play, Ceili of the Valley Yvonne Putze, Deepwood Museum Roger Williams, Willamette Art Center Kate Von Ummerson, Salem Public Library Foundation Mary Louise VanNatta – VanNatta Public Relations Leilani Tucker, Englewood Forest Festival</p>

1. CALL TO ORDER

Chair, Scott Snyder, began the meeting at approximately 6:10 p.m. with 6 of 9 members present.

2. ROLL CALL

Members present: Scott Snyder, Rita Siong, Laura Tesler, Ryan Gail, Elaine Navarro, Felipe Gonzales, Omar Alvarado (arrived late, around 7:02 PM), Chris Neider & Kelly Kelly.
Members absent: Gaelen McAllister, Jonathan Baker.

Chair Scott Snyder opened the meeting and welcomed everyone to the virtual meeting, both those attending via Zoom and those tuning in via YouTube to watch (*Note: YouTube Live was experiencing Technical Difficulties and was not available the first 30 minutes of the meeting).

3. APPROVAL AGENDA AND MINUTES

- a. Approval of today's agenda and the February 9, 2021 CTPAB meeting minutes.

Motion: To approve today's agenda and the February 9, 2021 CTPAB meeting minutes.

Motion by:	Laura Tesler
Seconded by:	Felipe Gonzales
<u>ACTION:</u>	APPROVED
Vote:	6-0
Aye:	6
Nay:	0
Abstentions:	0

4. **PUBLIC TESTIMONY** – limited to three minutes per organization and pertaining to items on the agenda.

Carlee Wright, Press Play Salem and Ceili of the Valley asked about not funding Salem Make Music Day. Carlee noted what a great event Salem Make Music Day is and the energy and activity it brings to Downtown Salem.

Laura Tesler encouraged Carlee to help them with their grant application in the future, as it was vague and unclear about the details of what Make Music Day entailed. Ryan Gail asked about the ability to reconsider scores for unfunded grants. Chris Neider noted there is a board practice in place for 2nd round reviews with unallocated funding.

Kathleen Fish, SMI, asked about the Budget and Administrative Costs going up \$47,000. Yvonne Putze asked about Allocation Funds proposed to Facilities being \$100,000 less, and asked for consideration of full amount being approved with partial payout if necessary, like last year. Scott Snyder noted that discussion on these questions will come at a later point in the meeting.

5. ITEMS REQUIRING ACTION

- a. Review of Grant Scores

Chris Neider noted two events missed funding: Salem Make Music Day and Rivers of Life/Willamette Queen Sternwheeler – Salem Cheers Seniors.

There was discussion that \$5,430 in funding remains and can be reallocated in a 2nd review of scores. Chris noted sometimes events that barely missed being funded are selected, sometimes it is divided between the Facility Operators, at the board's discretion, or put towards the opening fund balance. Ryan Gail proposed Salem Make Music Day receive the \$5,430 since it barely missed being funded by virtue of its scores.

Motion: To allocate the remaining \$5,430 to Salem Foundation's Make Music Day as an Event Grant for the 2021-2022 cycle.

Motion by:	Ryan Gail
Seconded by:	Felipe Gonzales
<u>ACTION:</u>	APPROVED
Vote:	6-0
Aye:	6
Nay:	0
Abstentions:	0

b. Review and Approval of Cultural Tourism Fund budget FY 2022

Motion: Scott Snyder moved to approve the CTPAB 2022 Budget as presented, with the caveat to adjust upwards if the revenues received are favorable.

Motion by:	Scott Snyder
Seconded by:	Laura Tesler
<u>ACTION:</u>	APPROVED
Vote:	7-0 (Omar Alvarado arrived late – at 7:02 PM)
Aye:	7
Nay:	0
Abstentions:	0

6. INFORMATION ITEMS

- a. Cultural and Tourism Fund Reports – February, 2021
- b. Cultural and Tourism Fund Revenue (Tax) Reports – February, 2021
- c. Facility Operating Grant Reports – Hallie Ford Museum of Art
- d. Event Grant Reports – None
- e. Capital Improvement Reports – None
- f. Annual Reports - None

7. APPEARANCE OF INTERESTED CITIZENS

(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)

Karin Putnam – Helping Hands is taking donations for a big give-a-way event Saturday, 9-Noon. Marie Bradford Blevins, Riverfront Carousel, noted they have re-opened to the public on a limited basis and were busy all week. Carlee Wright, PressPlay Salem and CVS noted the Ceili Society is busy with March events. The annual Walk-About is 3/13 at

the Carousel, and a Virtual Concert with Beltain, a Portland area Band, will be live via Zoom 3/17. Check out PressPlaySalem.com for details on everything happening in Salem. Sally Puhek Litchfield – The Elsinore, is waiting for the go-ahead to re-open soon. Entries for the upcoming kid's talent show are due 3/17. Go to The Elsinore website for more details of upcoming events. 5/26 will be their Virtual Auction and Fundraiser. Ross Sutherland, Bush House Museum, is working on Virtual Field Trip Programming showing both the inside and outside of the property. Work on Salem Remembers - reinterpreting the museum to increase knowledge of the diverse history of the Salem area is in process. John Olbrantz noted the Hallie Ford Museum of Art has re-opened Tues-Sat, Noon-5, with three fantastic exhibits. Yvonne Putze of Deepwood is looking to a soft opening in April, and being open to the public by May. They are still working in conjunction with Salem Multicultural Institute with historic exhibits related to their hat collection and tea talks. Roger Williams of Willamette Art Center noted classes start in 2 weeks. Denise Magee, Salem Art Association is looking at a limited re-opening, with the On-Line Marketplace still in full operation. Clay Ball is set for a date-to-be-determined in conjunction with a Grand Re-Opening.

8. OTHER BUSINESS & PARKING LOT ITEMS FOR FUTURE DISCUSSIONS

Scott asked if Chris could provide an update on the RFP process for selection of a marketing destination organization. Chris Neider reported the Tourism Destination Marketing Organization RFP will be going out this week, and Travel Salem will be one of the applicants. Felipe Gonzales, CTPAB Board Member will be involved in the review/selection process. April 5th is the closing date for applicants.

9. ADJOURNMENT

The next regular meeting will be Tuesday, April 13, 2021, 6-8 PM, via Zoom and YouTube Live. Chris Neider noted the evaluation and review process for how this year's Grant selection went will be discussed. Normally the summer months include meetings and tours at the Facility Operator locations. For the April meeting, expect to meet virtually, via Zoom and You Tube Live, and we will see what comes after that.

Contact Chris Neider ahead of the meeting to confirm your desire to participate and receive the meeting Zoom link.

With no further business, Chair Scott Snyder adjourned the meeting at approximately 7:36 p.m.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

Cultural and Tourism Fund
Fund Status Report - For the Period Ending March 31, 2021
Item 6.a.

	FY 2020-21		FY 2019-20		FY 19-20 to FY 20-21	% Difference
	Budget	Actual Thru	Budget	Actual Thru		
	FY 2020-21	31-Mar	FY 2019-20	31-Mar		
Resources						
Beginning fund balance	399,320	382,474	473,000	660,962	(278,488)	-42.13%
Tax collections	3,180,370	1,803,492	4,137,870	2,800,165	(996,673)	-35.59%
Other agencies	5,400	1,738	5,400	1,453	286	19.65%
Interest earnings	2,500	5,431	2,500	11,897	(6,466)	-54.35%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	10,709	12,000	9,000	1,709	18.99%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	3,599,590	2,203,844	4,630,770	3,483,477	(1,279,632)	-36.73%
Expenditures by Division						
		180,349				
Conference Center Marketing	309,090	200,000	300,090	225,068	(25,068)	-11.14%
Tourism Promotion - Travel Salem	795,090	408,608	1,030,720	665,516	(256,908)	-38.60%
City Programs/Parks/CIP	1,582,240	1,114,937	1,737,560	1,246,265	(131,328)	-10.54%
Administration	275,140	206,333	339,690	239,824	(33,491)	-13.96%
Major Tourist Attractions and Cultural Facilities	573,530	234,800	618,000	392,483	(157,683)	-40.18%
Contingency	64,500	14,886	120,000	13,893	993	7.15%
Total Expenditures	3,599,590	2,179,564	4,146,060	2,783,049	(603,485)	-21.68%
Total Resources Less Expenditures	-	24,280	484,710	700,428	(676,147)	-96.53%

Item 6.b.

Transient Occupancy Tax - Actual Tax Revenue

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
2019-20	-	521,252	532,890	348,253	363,399	283,123	227,425	236,482	287,341	204,371	79,478	290,940	3,374,954	4,137,870
2020-21	-	214,177	238,457	323,419	287,170	186,529	165,617	145,527	242,655	204,371	79,478	290,940	2,378,341	3,180,370
% Chg		-58.91%	-55.25%	-7.13%	-20.98%	-34.12%	-27.18%	-38.46%	-15.55%	0.00%	0.00%	0.00%	-29.53%	-25.22%

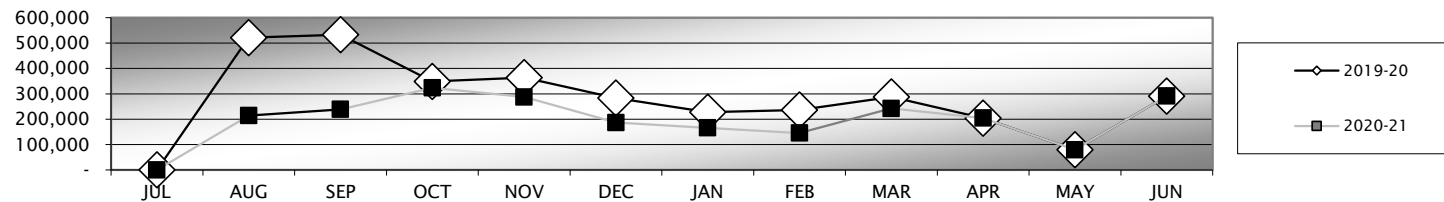


Chart and graph demonstrate actual revenue for FY 2019-2020 and FY 2020-2021.

This revised hotel tax revenue chart - which is a fiscal year to fiscal year comparison rather than a "running year" comparison - reconciles to the City's general ledger. Tax receipts are recorded on a cash basis throughout the fiscal year and modified in June to record revenues earned in June and received in July. As the result, general ledger reports reflect no cash receipts in July of each fiscal year and two months of cash receipts in June.

YTD March FY 2019-20	2,800,165
YTD March FY 2020-21	1,803,552
Variance FY 19-20 to FY 20-21	-35.59%

CTPAB Parking Lot

1. Review providing specific examples of approved methodologies for measuring things like attendance, race and ethnicity, etc.. Ryan return a flyer for tracking purposes.. (Rita and Laura) Bush House goals and measurements.