

Wyoming Cultural Trust Fund
Board Meeting
Hitching Post Inn, Cheyenne
February 2-3, 2007

Board Members Present: David Reetz, Chair; Tom Empey, Susan Hladky, Mike Shonsey, Milward Simpson

Staff Members Present: Renée Bovée

Guests: Friday: George Gault, Wyoming Community Foundation. Saturday: Sara Needles, State Historic Preservation Officer; Marcia Britton, Wyoming Humanities Council; Rita Basom, Wyoming Arts Council; Marirose Morris, Wyoming Arts Council; Camilla El-Antably, Wyoming Arts Council; Candra Day, Artist/Administrator, Jackson.

Chair Reetz called the meeting to order at 1:11 p.m.

The agenda was approved by consensus, with the additions of a meeting with George Gault, Wyoming Community Foundation today at 1:30 p.m. and joining the Wyoming Arts Council briefly at a brunch for previous GAA recipients tomorrow morning.

Minutes

Moved by Simpson and seconded by Hladky to approve the minutes as written. Approved unanimously.

Department Update

Simpson provided an overview of pending legislation that affects the department, including such bills as a State Parks road maintenance bill, a site interpretation bill for our state historic sites, a bill for a tax incentive for companies filming in Wyoming and a supplemental bill for the Wyoming Arts Council to offset losses from federal support.

Simpson also remarked on an all-department staff meeting, which was held at the end of November and provided a terrific chance for the employees of this diverse department to get to know each other and each other's programs and services. There is also an ongoing effort to clean up obsolete or inaccurate internal policies in the department. Simpson also noted his ongoing activities to promote the Wyoming Cultural Trust Fund (WCTF).

Shonsey inquired if the Arts Council supplemental appropriation would be used for administrative or granting purposes. Simpson noted that all the funds approved would be used for grants.

Budget

Bovée reviewed the current budget figures and planning budget documents. Empey remarked on the need to carefully evaluate the pending grant applications to assure that we aren't "just another trough to feed from", but that we establish meaning and address those needs which are unique and far-reaching. Shonsey reminded the board of the need to "get the money out there into the field" as costs of restoration and events is always growing and setting aside for the future means having applications coming in with increased costs. There was also general discussion on the need to approach legislature to increase the corpus of the WCTF.

Chair Reetz introduced George Gault from the Wyoming Community Foundation (WCF). Reetz referred to the recent study by the Community Foundation on the future transfer of wealth, which will occur in Wyoming as the baby boomers die and pass their wealth to heirs.

Simpson informed the WCTF Board that a request has been made to the State Attorney General for an opinion on whether the WCTF could invest a portion of the interest earnings with the Wyoming Community Foundation in the hopes of drawing a higher return on the investment.

Gault provided some general information on the Wyoming Community Foundation and explained that the WCF currently has approximately \$55 million in trusts, which is being invested in a variety of investments. He reviewed the comparative performance of their investments (Dec-Dec) with the current year reaching 12.7%. The goal for the WCF is 8.5%, as their spending policy is 5%...with inflation at 2-3% and 1/2% for administration. Mitigation of risk is a high priority of the WCF...but the need of significant growth is also a priority.

Last year, they gave \$1.9 million in grants; with a little over \$2 million planned for this year. The WCF gives grants three times per year. If there is a project request which meets a specific donor's goals, they may approach the donor directly to help with the project. However, most of their funds are restricted (donor designated funds) and go through the formal grant process.

Gault presented several ideas for the Wyoming Cultural Trust Fund, such as setting aside a portion of the WCTF earnings to build an endowment program (such as the NEA challenge grant which Wyoming received in the 90s) for endowment building with individual organizations and to work with those organizations to build asset development (not fundraising).

Gault suggested that the Cultural Trust Fund could replicate such a matching/challenge endowment fund and it would be promoted to include the training offered by the Wyoming Community Foundation.

Empey inquired about what happens when the economy crashes again. Gault noted it really depends upon the stock market...the Community Foundation could probably stand a 5% correction and still meet their overarching goals.

Gault also noted that the Community Foundation is now able to act as fiscal sponsor (umbrella) for organizations or individuals in Wyoming.

The Community Foundation is currently speaking with communities to build local, community funds to start the process of the transfer of wealth with a focus on keeping the wealth in their own communities.

Shonsey inquired about whether the Cultural Trust Fund could put money in to the Community Foundation, but not as tied up as an actual endowment, as it would need to be available as a granting pool. Gault noted that the Community Foundation's business is creating endowments but on occasion the Foundation has worked with a donor to set up a fund to be depleted upon reaching a certain financial level. In order for the Community Foundation to achieve the higher level of interest, it would have to hold the funds for 18 to 24 months; otherwise the investment earnings would be no greater than what is currently available through the Wyoming State Treasurer.

Reetz noted that if the Cultural Trust Fund does give grants in support of endowments, we need to develop our program so that we have confirmation that the endowment is structured correctly and has oversight such as is offered by the Community Foundation. Empey expressed interest in having the Cultural Trust Fund concentrate more on endowment building, versus the type of "day-to-day" grant requests we are currently receiving.

Empey reminded the board that this meeting is so important because of the precedents they will be setting. The long-term is the more important picture. Legitimate historic preservation is one thing, but perhaps we shouldn't be looking at these "one-shot" requests for events or projects that have short lifespans...they happen and then they are done.

Reetz thanked Gault for his work and the Cultural Trust will let him know what our options are once we have heard from the Attorney General.

Trust Fund Administrator as Signee

Empey moved and Shonsey seconded that the Wyoming Cultural Trust Fund administrator be approved and permitted to sign grant award contracts for the Cultural Trust Fund. Unanimously approved.

Grants:

The WCTF held a general discussion on priorities, precedence setting, and supporting communities that need that little "push". There was also discussion on how to deal with

“bricks and mortar” and “organizational infrastructure” requests, two categories that involve significant financial support and longer timelines for accomplishment.

Chair Reetz suggested the following guidelines to assist in the evaluation of the grants currently before the Cultural Trust:

Will it sustain itself and will it stick? Will we be able to give enough?

Is it time critical?

Is it innovative – is it different; will it grab people’s attention?

What is the Impact?

How critical are our dollars to the project...will it happen with or without us?

Evaluation of the project?

The WCTF then reviewed the dollars available to grant this year. To begin the grant review process the Board agreed to a general guideline: that there is approximately \$400,000 available each year for the next three years; that we set aside \$45,000 from the \$445,000 available this year for ongoing growth of the WCTF funds; that we set aside \$50,000 for organizational infrastructure grants; that we leave approximately \$350,000 as a funding goal as we start the process. The Board agreed to use this formula as a starting point when they begin the grant review process.

The meeting adjourned for the day at 3:35 p.m.

Chair Reetz reconvened the Wyoming Cultural Trust Fund Board at 8:15 a.m. on Saturday, February 3, 2007.

The Board agreed to take their preliminary rankings of the grants, and to review the applications in reverse order (lowest ranking to highest ranking). Each application was reviewed and commented on by the Board. Board comments were noted and will be made available to constituents upon request and will be kept in the applicant file. When review was completed the board looked at preliminary funding recommendations and modified award levels to meet actual WCTF grant budget. A full listing of grant applicants and funding levels is attached.

Grant Review was interrupted at Noon for an opportunity to evaluate the WCTF grant process. Sara Needles, Rita Basom and Marcia Britton were invited to give their impressions, comments, concerns and ideas as they were the lead reviewers for the State Historic Preservation Office, Wyoming Arts Council and Wyoming Humanities Council. Given the limited time frame available to the Board, the board requested the input of our

guests, but will schedule a conference call in the near future to finalize changes to the granting program.

Simpson expressed appreciation to the review agencies, as their comments have been very valuable to the board's review of the applications.

Basom noted that while she felt very comfortable with the actual review of the applications, she was uncomfortable with setting funding recommendations. She also felt the three-page evaluation document was a bit "loose" and needed to be tightened up. Britton also expressed concern about setting funding recommendations and also felt the review document was overly large. Britton felt that the overall quality of the applications was weak because the process was "way too open" as to what was being requested. Needles also expressed some qualms with the overall quality as there wasn't enough information to work with. Basom congratulated the WCTF on the desire to be so open in the application process, but things need more structure to conduct a fair evaluation. The overall quality was concerning because there weren't enough parameters to aim at.

Needles expressed concern that the need for "bricks and mortar" projects is so strong in the state and they really need to encourage folks to apply, but the dollars just aren't enough. Needles also noted that she worked hard to encourage archaeologists in the state to apply to the WCTF as they were unsure of their projects qualifying.

Basom encouraged the WCTF to set "caps" in the application process, because knowing what could be realistically funded would be helpful to organizations in actually planning and documenting the application request. She also suggested that the application specifically ask the question as to what is the minimum needed to do the project. Basom noted that a "cap" is a great help to a grant writer.

Hladky reminded the group that in the funding of the WCTF, the Governor expressed the desire for the fund to "think outside the box" and that we need to be flexible and we need to find the innovations and support them. We don't want to become so "boxy" and locked into things.

Simpson noted the overall lack of strategic planning and sustainability issues demonstrated in the application and suggested we need to strengthen the application to better address these issues.

Shonsey remarked that we shouldn't be asking the review agencies for funding recommendations, but we do need to have a "hard nosed" view of understanding what funding is available to award.

Empey suggested that we ask applicants what other funding sources have they approached? Are we a "last resort", or are we a "partner", or are we an "extra"?

Needles expressed concern about applications that request grant money to write another grant. What is the end product? Reetz noted that we need the final “deliverables” emphasized.

Britton noted that she would really have preferred a review process that incorporated a face-to-face meeting with review agency representatives as such a panel meeting allows for a better understanding about what is needed in the field and state and a better way of identifying what fits in or falls between each agency. It would also help to identify what technical assistance is needed in the state.

Basom noted that she appreciated the system that Needles used in her review, whereby applications were divided among her staff based on their areas of expertise, and she then provided overview comments. Needles noted that while her system had the benefits of added expertise, it meant she had to work very hard with the staff to ensure confidentiality.

Basom, Needles and Britton noted that they all had some challenges with conflicts of interest as they all have some sort of contact with these constituents. They were all very diligent in that they did not answer questions from constituents on the WCTF applications, but rather referred them to the WCTF administrator. They also did not write letters of support, but as it was noted, unfortunately some old letters of support given to organizations was used by those organizations in applying to the WCTF.

Simpson spoke of the system used by the Oregon cultural trust whereby they've established county level review panels...with the by-product of generating a larger awareness of their trust fund.

Simpson noted of the board's ongoing discussion about organizational capacity building, is it something where you are throwing money into a black hole, or is there a way to “wean” the applicant off and truly establish successful capacity building possibilities in the state.

Bové was requested to provide her general impression of the applications. She noted that given the “first time” aspects of the program, the fact that it is a new program and it had a relatively short time frame for applicants to apply, there were obviously weaknesses evident in the applications. There needs to be more structure given to the applicants and they need the guidance of “caps” so they can better understand what the WCTF will reasonably be able to support financially. While the board needs to balance “openness” and a willingness to take a risk with innovative programs, they need to give a few more tools to the applicants in how to actually write the application. And the board will always need to be willing to take a risk on an innovation that may not meet all the criteria established. No particular application in this round stands out as truly innovative, simply because the time frame requesting applications this first time was so limited. A lot of “ground work” can be laid for future applications by providing technical assistance in the state through visits with constituents.

Simpson reminded the board to be aware of the “slippery slope” of funding projects that can or should be funded by other agencies.

Basom raised the issue of organizations receiving funding from both the Cultural Trust and the Wyoming Arts Council, and how these can end up being matches to each other. She noted that these conversations need to be continued and that we need to come up with guidance for our constituency on how our respective agencies will be working together.

The Board thanked Basom, Britton and Needles for their input and invited them to stay for the continued grant review discussion as observers.

The WCTF continued the grant review process. At the conclusion of the review process, the board reviewed the funding recommendations made, returned to a few grants for continued discussion, and reached funding recommendations totaling \$453,964.

The WCTF Board decided not to adhere to the original allocation plan as proposed the day before, but to go ahead and commit to the funding levels as recommended. Simpson moved and Hladky seconded to award to the 33 organizations at total of \$453,964 (as itemized in the attached grant award list). Approved unanimously.

Public Comment

Empey passed on some comments from the guests at the meeting. 1) There was concern about the lack of advance notice of the application deadline; perhaps there was need for more promotion. 2) Basom and Britton both felt that there were a few inaccuracies in their comments as provided to the board, and they feel that it would be helpful to the board that the review agency representatives are present and available to provide clarifications and answer questions for the grant review session.

The Board agreed to hold a conference call just as soon as possible to continue the discussion on the grant review process. Empey made one final comment for board consideration: given that we will only have approximately \$200,000 for the next grant deadline, (assuming two deadlines next fiscal year and approximately \$400,000 in interest earnings to award), should the board be looking at an annual processes versus twice a year?

Simpson moved and Shonsey seconded to adjourn the meeting at 3:40 p.m. Approved unanimously.

Wyoming Cultural Trust Funds
Grant Awards
February 3, 2007

Grant #	Organization	Grant Request	Preliminary Board PointAverage	Preliminary Board Ranking	Final Board Funding
100-07-A	Young Musicians, Inc.	\$ 36,000.00	174.6	29	\$ 12,000.00
101-07-H	Fort Caspar Museum	\$ 10,000.00	206.8	8	\$ 7,500.00
102-07-A	Wyoming Territorial Prison SHS	\$ 20,385.00	156.6	40	\$ 5,000.00
103-07-H	Wind River Heritage Ctr	\$ 6,900.00	95.8	51	\$ -
104-07-H	Central WY Senior Services	\$ 10,000.00	104.4	49	\$ -
105-07-A	Crimson Dawn Assoc.	\$ 10,000.00	157.8	39	\$ -
106-07-A	Ark Regional Services	\$ 53,220.00	162.8	38	\$ -
107-07-A	La Radio Montanasa	\$ 29,340.00	150.4	42	\$ -
108-07-A	Sheridan Artists Guild Et al	\$ 21,695.50	170.2	32	\$ 8,000.00
109-07-H	Cheyenne Depot Museum	\$ 10,000.00	167.2	34	\$ 2,500.00
110-07-H	Hot Springs State Park	\$ 8,747.00	170.6	31	\$ 8,747.00
111-07-H	Carbon County Museum Foundation	\$ 10,336.00	189	19	\$ 8,000.00
112-07-S	UW Dept. of Anthropology	\$ 11,640.00	216.8	2	\$ 7,500.00
113-07-A	Albany Cty Resource Ctr/Centennial En	\$ 10,832.00	165.6	35	\$ -
114-07-H	WY Center for the Book	\$ 10,000.00	214.2	4	\$ 10,000.00
115-07-S	Centennial Valley Hist. Assoc.	\$ 19,885.00	196.2	14	\$ 15,000.00
116-07-A	Bauen Camp	\$ 25,000.00	184.4	23	\$ 10,000.00
117-07-S	Wind River Visitors Center	\$ 25,000.00	169.4	33	\$ -
118-07-A	National Museum Wildlife Art	\$ 16,000.00	190.8	18	\$ 8,000.00
119-07-H	Laramie Plains Museum	\$ 12,100.00	185	21	\$ 5,000.00
120-07-H	Buffalo Bill Historical Center	\$ 30,000.00	214.6	3	\$ 15,000.00
121-07-A	Hot Springs Greater Learning Fnd	\$ 50,000.00	204.2	11	\$ 25,000.00
122-07-A	AVA Community Arts Center	\$ 15,000.00	205.5	10	\$ 12,000.00
123-07-A	Albany County Government	\$ 40,000.00	174	30	\$ 20,000.00
124-07-A	Lander Chamber of Commerce	\$ 8,229.00	192.2	17	\$ 4,000.00
125-07-S	Sheridan Heritage Center	\$ 350,000.00	217.8	1	\$ 50,000.00
126-07-A	Nicolaysen Art Museum	\$ 75,000.00	210.8	6	\$ 25,000.00
127-07-A	Jackson Hole Wildlife Film Festival	\$ 40,000.00	193.6	16	\$ 20,000.00
128-07-S	Recluse Community Trust	\$ 25,200.00	139.2	44	\$ -
129-07-A	Ft. Bridger Historic Site	\$ 31,250.00	180.4	25	\$ 15,000.00
130-07-S	Uinta County Museum	\$ 20,000.00	207.4	7	\$ 16,000.00
131-07-A	UW Art Museum	\$ 137,147.00	187.4	20	\$ -
132-07-H	Tracks Across Wyoming	\$ 2,505.00	211.4	5	\$ 2,505.00
133-07-S	Museum of the Mountain Man	\$ 25,000.00	156	41	\$ -

134-07-A	Wyoming Symphony Orchestra	\$ 32,500.00	180.8	24	\$ 14,500.00
135-07-A	Park County Arts Council	\$ 125,000.00	194.2	15	\$ 25,000.00
136-07-A	ARTCORE, Inc.	\$ 250,000.00	102	50	\$ -
137-07-S	WY State Archaeologist	\$ 9,662.00	180	27	\$ 6,312.00
138-07-H	National Historic Trails Center Fnd.	\$ 73,842.00	133.75	46	\$ -
139-07-S	Grand Teton National Park	\$ 49,193.58	206	9	\$ 25,000.00
140-07-H	Raising Readers in Wyoming	\$ 9,885.00	135	45	\$ -
141-07-A	Museum of the American West	\$ 25,000.00	199.8	13	\$ -
142-07-A	Arts Association of Jackson Hole	\$ 27,580.00	180.2	26	\$ 10,000.00
143-07-A	Vista 360	\$ 75,000.00	163.6	37	\$ -
144-07-A	Jackson Hole Film Institute	\$ 19,600.00	142	43	\$ -
145-07-H	Dubois Volunteers Inc.	\$ 10,000.00	109	48	\$ -
146-07-A	Oyster Ridge BOCES Kemmerer Outreach	\$ 10,000.00	164	36	\$ -
147-07-A	pARTners	\$ 20,000.00	184.6	tie 22	\$ 20,000.00
148-07-A	Friends of Park County History Inc.	\$ 14,350.00	57.25	52	\$ -
149-07-S	UW Dept. of Anthropology	\$ 26,640.00	119.4	47	\$ -
150-07-S	Sweetwater County Historical Museum	\$ 100,000.00	202	12	\$ 25,000.00
151-07-H	WY State Historical Society	\$ 86,051.00	178.2	28	\$ 28,500.00
152-07-S	UW American Studies Program	\$ 19,314.00	184.6	tie 22	\$ 12,400.00
		\$ 2,116,744.08			\$ 453,964.00