

**OREGON STATE CAPITOL FOUNDATION**

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**February 21, 2001**

**Hearing Room 350**

**Tapes 11, 12**

**MEMBERS PRESENT:     Senator Verne Duncan, Chair**

**Senator Ginny Burdick**

**Senator Peter Courtney**

**Representative Diane Rosenbaum**

**Sandra Allen**

**Frankie Bell**

**Frank Brawner**

**Larry Campbell**

**Norma Paulus**

**Norm Smith**

**Gerry Thompson**

**Fred VanNatta**

**Gary Wilhelms**

**Herb Colomb, Ex officio**

**MEMBERS EXCUSED:    Representative Vic Backlund**

**Representative Bill Witt**

**Chet Orloff**

**Jill Thorne**

**STAFF PRESENT:**           **Dave Henderson, Legislative Administration Administrator**  
**Debbie Miller, Legislative Administration Project Coordinator**  
**Patrick Brennan, Committee Assistant**

**FACILITATOR:**           **Alison Kelley, JD, Conflict Management Strategies, LLC**

**WITNESSES:**           **Glenda Nabors, The Event Company**

**MEASURE/ISSUES HEARD:**   **Housekeeping Items**  
**Strategic Visioning and Goal Setting**  
**Subcommittee Updates**  
**-Special Events**  
**-Fundraising**

**These minutes are in compliance with Senate and House Rules. Only text enclosed in quotation marks reports a speaker's exact words. For complete contents, please refer to the tapes.**

<b>TAPE/#</b>	<b>Speaker</b>	<b>Comments</b>
<b>TAPE 11, A</b>		
003	Brawner	Calls the meeting to order at 11:51 a.m.
<b>HOUSEKEEPING ITEMS</b>		
010	Dave Henderson	Reports that there is no update on Legislative Administration Committee. No appointments have been made due to other priorities. Suggests that members of the Foundation help urge leadership to make LAC appointments.
0024	Brawner	Reviews the meeting agenda.
035	Paulus	First issue is whether e-mail is an appropriate and adequate form of

communication for the Foundation.

039 Smith Suggests that FAX would be better than the Listserv. Still need the ability to communicate between members.

051 Brawner States it is sometimes difficult to get to e-mail.

055 Bell States that both FAX and e-mail should be used for those who need it.

064 Wilhelms Suggests that there be some way to confirm whether each person receives their messages.

068 Miller Can do that already with e-mail transmission.

086 Debbie Indicates that stationery has been received and is ready for use. Offers to provide copies to members for correspondence.

093 Paulus Asks whether members have reviewed the proposed meeting dates. Lists three possible dates in April for the next scheduled meeting.

103 Campbell Suggests that a date be chosen and stuck with.

111 Allen Suggests that it might be better to set a date a few weeks before the meeting to get a better idea of each person's schedule.

121 Smith Reiterates that meetings should be held only when there is a real need to meet as a group face-to-face.

133 Paulus Suggests having a meeting two weeks before the event will be helpful because it will allow reaction to how things are progressing by that point. Discussion of exact date to meet. Thursday, April 12, 10:45 a.m., is preferable to most.

171 Paulus Asks about the possibility of holding meetings during the summer, perhaps on the Oregon Coast. Offers to host the meetings at her home out there.

180 Smith Reminds about needing to meet four times/year, this being the second meeting of the year.

186 Campbell Reiterates a desire to meet only when necessary. Suggests that the decision be made at the April meeting.

196 Bell States that Foundation may need to arrange another fundraising event.

#### STRATEGIC VISIONING AND GOAL SETTING

204 Alison Kelley, Refers to the notebook section that contains the revised draft mission statement (**EXHIBIT A**) and the model draft strategic plan Conflict Management (**EXHIBIT B**). Says the point of the plan is to produce a guideline Strategies that facilitates the actions of the group.

259 Duncan Mentions that SB 489 was scheduled to be up for third reading today but was moved to tomorrow's calendar.

264 Kelley Provides an overhead presentation. Feedback has been incorporated into the mission statement. Indicates that the proposed changes will be voted on.

294 Kelley Describes the first changes to the mission statement. Members discuss.

310 Members Members discuss changes to mission statement.

353 Campbell leaves.

377 Members Discussion on mission statement continues.

#### TAPE 12, A

010 Members Discussion on mission statement continues.

057	Kelley	Reads the statement thus far adopted.
064	Members	Further discussion of mission statement.
080	Kelley	Clarifies and reads the proposed language.
125	Wilhelms	States he does not like the proposed language, as it seems to be broadening the scope of the foundation.
134	Smith	Suggests that a document be prepared, then see if there is consensus.
141	Burdick	Asks about statement “celebrating the people who contributed to Oregon’s government.”
145	Colomb	States that “government” does not need to be in there.
153	Duncan	Reminds the group that the Foundation seeks to preserve the integrity of the Capitol.
161	Colomb	Reminds the group that the three main Capitol monuments have little or nothing to do with the government of Oregon, but rather with the state’s heritage and history.
165	Brawner	Comments that none of the people who voted on statehood were Oregonians, as there was no State of Oregon yet. May be making it broader, but if it entices more people to donate to the Foundation so be it.
180	Duncan	Need to consider who the “we” is that is being discussed.
187	Kelley	Suggests language.
191	Brawner	How about contributed to Oregon government.
195	Kelley	Reads the language that has thus far been developed.
204	Smith	Remarks that the rest after the first phrase is window dressing.
208	Brawner	Comments that it is important window dressing
210	Wilhelms	Mentions that there is nothing in there about the enhancement of the building, which is the primary purpose of the group.
216	Brawner	Concurs.
227	Orloff	Suggests language “to recognize the contributions of Oregonians to their state government.”
247	Duncan	Expresses concern that the phrase “historical integrity” could be problematic in the future if it is interpreted to require adhering to the guidelines of the architect. Says there are times when something different might be desired.
267	Burdick	Asks about “provides for the enhancement of ... with historical integrity for the benefit of all Oregonians.”
277	Paulus	Indicates that the original plan has already been abandoned with the addition of the wings and other changes. Have not kept faith with the original architectural plan anyway.
294	Kelley	Comments that group is further away from consensus.
298	Paulus	Suggests language for the entire mission statement. Says that “to preserve and enhance” allows for some leeway to make substantive changes to the Capitol.
314	Kelley	Reads the proposed language.
318	Brawner	Reiterates that it is being limited to those who have worked in the Capitol.
323	Colomb	Suggests deleting “that has occurred in the Capitol.”
338	Smith	Says it is not important so long as it is contributions made to Oregon.
350	Kelley	Suggests giving the mission statement back to the Strategic Planning Subcommittee for further work.

360	Brawner	Asks whether we can use the existing language in the meantime.
370	Smith	Recommends that a FAX vote be taken to use this as a draft mission statement.
388	Kelley	Refers to the model draft strategic planning process in members' notebooks. Says the group needs to deal with the strengths, weaknesses, opportunities, and threats, then look at the plan and add to it to provide a working document for 2002 planning.
415	Smith	Proposes that the Strategic Planning Subcommittee could consider the things that can be added at the appropriate time, so as to achieve closure on Kelley's portion of the work.
TAPE 11, B		
		Members discussion model draft strategic plan for the rest of the meeting.
025	Members	Internal strengths of the Foundation are: committed members, political clout, genuine interest, technical expertise, and corporate history. External strengths are: public support, incorporating into school curricula/educational value, great building, city's support regarding zoning control, statewide sense of history, and tourism industry support.
057	Members	Internal weaknesses are: geography, money, time intensive, tunnel vision, some members who do not participate, need for an executive committee and better communication. External weaknesses are: low public awareness of Foundation, criticism of giving money to government-related organization, competition for donation money, lack of understanding of how Capitol maintenance is funded, and general suspicion of government.
102	Members	Foundation goals for next 3-5 years include: substantive products, respectable bank balance, greater public engagement with the Capitol, greater visibility, enhanced public pride, Capitol as a forum for celebrating Oregon history, high public acceptance of Foundation's activities, sense among public that it is their building, institutional memory preservation, positive governmental icon, and education resource.
160	Paulus	Asks what the objections of the mission statement are.
161	Members	Comments and discussion regarding mission statement.
226	Kelley	Reads the newest draft.
230	Wilhelms	Suggests deleting "adjacent areas."
231	Kelley	States language is from statute.
233	Paulus	Comments that it is then unnecessary.
235	Kelley	Reads revised mission statement. Discussion continues
298	Kelley	Rereads it.
305	Wilhelms	Indicates he will vote yes, but the building part is still missing.
312	Colomb	Asks what else will be done for Capitol besides preserving and enhancing.
318	Wilhelms	Comments that things like purchasing marble benches is preserving and enhancing historical integrity.
335	Kelley	Suggests deletion of the word "historical."
340	Paulus	Disagrees.

345 Paulus **MOTION: Moves to adopt the revised mission statement.**  
350 Paulus **VOTE: 11-0 (Duncan, Burdick, Courtney, Allen, Bell, Brawner, Orloff, Smith, Paulus, Wilhelms.)**

#### FUNDRAISING SUBCOMMITTEE UPDATE

360 Brawner Reviews the fundraising levels of recognition for donors. Suggests using symbols from the Capitol.  
404 Wilhelms Suggests "Empire Builder."  
406 Smith Agrees.  
410 Brawner Further discussion.  
420 Brawner CORPORATE, FOUNDATION, GOVERNMENT SUPPORT

(\$10,000 & Above) Platinum

(\$5,000 - \$9,999) Gold

(\$2,000 - \$4,999) Silver

(\$1,000 - \$1,999) Bronze

(\$100 - \$999) Friend of the Capitol

#### INDIVIDUAL SUPPORT

(\$1,000 and above) Golden Pioneer

(\$500 - \$999) Pioneer

(\$250 - \$499) Circuit Rider

(\$150 - \$249) Empire Builder

(\$25 - \$149) Friend of the Capitol

#### TAPE 12, B

012 Smith States there is no real difference between pioneer and golden pioneer.  
017 Colomb Describes possible locations for awards to be mounted.  
025 Wilhelms Expresses doubts about having people's names on plaques throughout the Capitol. Suggests that issue be considered further.  
035 Brawner States a need to decide before the event  
037 Paulus Says can do it anytime.

#### SPECIAL EVENTS SUBCOMMITTEE UPDATE

046 Brawner Expresses concern as to the state of planning for the event. Says there is very little public awareness, even within the Capitol. Says that mandating it as a costume ball may chase some people away. Costumes should be optional. Refers to packets for corporate selling that list costumes as optional.  
065 Paulus Asks what the process was by which the auction was called off in favor of the costume ball.

078	Allen	Explains that she took recommendation by staff to her subcommittee members who approved.
083	Glenda Nabors, The Event Company	Explains that capacities of the Rotunda were discovered to be too limited for an auction to take place.
100	Paulus	Asserts that such decisions cannot be made unilaterally. Stated auction could have been accommodated in the Rotunda area and Galleria, just as many other activities are. Such decisions should be made only via a Foundation meeting, electronic or otherwise.
112	Allen	Says the decision was made by the subcommittee. E-mail notification was apparently inadequate.
121	Brawner	Asks if an auction will happen.
123	Allen	States that it will. The auction was just postponed. If any items have been acquired, they can be saved for later or could raffle off at the Cotillion.
129	Paulus	States that most who attend will be from the Capitol anyway.
133	Brawner	Reiterates that costumes will chase some away.
134	Allen	Can make sure people understand that costumes are optional.
140	Paulus	Costumes must be optional.
144	Bell	Agrees that "optional" should be in all press releases.
150	Brawner	Reviews potential event sponsors/donors: Confederated Tribes of Grande Ronde, State Lottery, Qwest. Says commitments have been received from PGE, Bank of the Cascades, etc. Is concerned that the invitation will not mention sponsor names.
172	Brawner	Agrees invitations need to be printed, but sponsors were told they would be in the invitation and might not be. Asks staff to hold off printing them until sponsors can be contacted. If we don't, we're changing the rules.
185	Glenda	States that we can contact the printer and tell them to hold them.
195	Brawner	Asks for time to contact and coordinate.
198	Allen	Comments.
202	Brawner	Further discussion.
214	Miller	States that can hold off awhile longer on invitations.
219	Brawner	Asks what distribution is for invitations.
222	Miller	Responds that postcards were sent to many groups, including legislators, lobbyists, historical and cultural organizations, etc.
225	Brawner	Comments that no wonder there have been questions.
228	Wilhelms	Asks if there was a search for former members.
232	Miller	Responds that information was obtained from Democratic Caucus Office, past Oregon Blue Books, and old mailing lists. Postcard was sent to a lot of former members.
244	Brawner	Need to get the former members on board, as they will likely be donors.
259	Miller	Apologizes for miscommunication about changes in event. Main purpose of event is a kick-off, a coming-out party to announce the existence of the Foundation. An auction will be planned for the future.
276	Paulus	Asks Wilhelms to arrange to have the resolution passed in time for the event.
290	Wilhelms	States that it is being drafted.
301	Brawner	Asks for suggestions about who should be listed in the packet.

313	Bell	Mentions that a raffle will take place and asks members to solicit items to be raffled off.
333	Smith	Refers to the Cultural Task Force Report.
340	Miller	Asks members to complete evaluations for Kelley.
358	Paulus	Adjourns the meeting at 1:40 p.m.

Submitted By,

Patrick Brennan

Committee Assistant

Reviewed By,

Debbie Miller

Committee Administrator

### **EXHIBIT SUMMARY**

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**A – Revised Draft Mission Statement, Alison Kelley, 1p.**

**B – Model Draft Strategic Plan, Alison Kelley, 3p.**