Colorado Humanities Board of Directors Meeting
December 3, 2016
Holland and Hart, LLP
555 17th St. #3200, Denver

Present: Dahlin, Ballantine, Garcia, Mason, Miller, Nathans, Nelson, Tate
Absent: Bantis, Convery, Cunningham, Kirkpatrick, Griego, Hillyard, House
Staff: Coval, Albright, Jones, Tucker

Summary of Actions
- approval of changes to the agenda (page 1)
- approval of the September 24, 2016 Board meeting minutes (page 1)
- approval of the FY2017 fundraising goals (page 5)
- conditional approval of the FY2017 budget (page 6/7)

1. **Welcome and ice breaker** (Dahlin)
Dahlin greeted those present, and asked each in turn to share a special food memory.

2. **Review and approve changes to the agenda** (Dahlin)
Dahlin detailed changes proposed to the order of the agenda

Motion by Nathans to approve the rearranged agenda.
Seconded by Mason
Vote: Unanimously approved.

3. **Approval of September 24, 2016 Board meeting minutes** (Dahlin)

Motion by Tate to approve the minutes of the September 24, 2016 Board meeting.
Seconded by Mason
Vote: Unanimously approved.

4. **Chair's report** (Dahlin)
a. Board members' recent activities
Dahlin announced that Griego was retiring from her position on the Board, and expressed appreciation for her service. She acknowledged and thanked the following board members for their recent activities:
- Mason and Ballantine organized a meeting in Durango with Coval and Gina Huett to discuss collaboration on the Durango Chautauqua. Mason provided a fabulous dinner the evening prior, and she and her husband attended the National Humanities Conference in Salt Lake City
- Ballantine took Coval and Huett to the Durango Adult Education Center to meet the director and explore possible Motheread programs
- Convery planned Blue Sky meetings, and is connecting CH with a professional program evaluator for advice
- Nelson has given tireless effort toward the Blue Sky project, and was hosting the day's board meeting

- Garcia has been researching programs done by other humanities organizations
- Nathans summarized Blue Sky meetings and facilitated the flow of information
- Bantis planned a D.I.N.E. in Aspen, pursued funds from First Western Trust, and worked to extract CH funds from Community First Foundation

5. **Executive Director's Report** (Coval)
Coval thanked Dahlin for participating in many meetings since the September board meeting, and for representing CH at MileHiCon. CH received $2,000 as the beneficiary of MileHiCon's annual auction to support literacy. Coval thanked Dahlin for leadership of the Blue Sky Evaluation Team.

    a. National Humanities Conference
    Coval reported that she, Mason, Jones, Shingles, and Tucker attended the National Humanities Conference in Salt Lake City, Utah. Attendees were reminded of the goal to engage all people in the humanities, listening more than talking, and remaining non-partisan. The recent Presidential election highlighted the opportunity for civics education. Coval suggested that the Legacy of Race initiative might be a good platform for such a program.

    At the conference, Harvard Professor of Government Danielle Allen stated that only 5-8% of 2016's voters received their information from written sources. Mason recommended awareness of information sources when initiating dialogue.

    Mason learned that the NEH collects data on individual council activities and felt the information would be useful to CH's Blue Sky project. Coval said the Federation of State Humanities Councils (FSHC) is poised to assume responsibility from NEH for conducting effective and useful data collection.

    Mason attended a workshop where use of in-hand tools was highlighted as a cost-effective way to collect 'picstory' content for programs.

    Tucker reminded the Board that this was the first joint conference between the FSHC and the National Humanities Alliance. She brought an abundance of materials to share with the Board, including 'about' fact sheets for both the FSHC and the NEH, pages highlighting the benefit of the humanities in human development, and handouts from other council's programs that may be effective in Colorado.

    Tucker shared that she heard from some who said the humanities are perceived as an intellectual, elite part of the human experience, and that a cohesive, nationwide council effort is needed to highlight their importance. In another conversation, it was stressed that documenting the economic benefit of humanities programs would be important with the new Presidential administration. Tucker reported that targeted mailings through the Postal System were regaining effectiveness for fundraising, and that implementing a planned giving program was easy and worthwhile.

    b. Office space update

Coval reported that the office expansion had been completed. She presented a slideshow of the new space, which is comprised of four offices of varying size, the largest of which is for Colorado Center for the Book.

Coval said that CH tenant representative Avison Young provided desks and other furniture that had been acquired for free, some pieces of which had yet to be collected. CH has plans to purchase new equipment for the conference room, as the budget allows.

c. NEH Funding

Coval announced that Joshua Sternfeld, who has served at NEH since 2009, would begin his role as the new NEH Director of the Federal/State Partnership on January 9th, 2017. He will tour the councils in May in order to meet local leadership.

Coval reported that Congress will be in session for only a few days before the end of the calendar year, and will not likely make time to address NEH funding, which is under Interior Appropriations bill. A continuing resolution through April 2017 is expected, which will ensure level support without a new budget. Meanwhile, funding distributions may be inconsistent.

Coval informed the Board that President Obama will provide a 2018 budget. The new administration can amend it, but she has heard that is unlikely. More attention will be on the 2019 budget. Coval reported that all state councils are more than 40 years old, and are the constant face of the humanities for Congress. She noted that for nearly ten years, Colorado has had no representation on the Interior Committees. The Federation is urging state councils to work even harder on Congressional relationships.

d. Other

1. Coval reminded the board that expense reimbursement requests and in-kind donation forms for FY2016 were to be completed and submitted by the end of December.

2. Coval announced CH's cooperation with the American Historical Association during their annual meeting, which will be held in Denver in January. CH supporters, board, and staff will be offered a discounted registration fee, while CH is helping to promote both the conference and a plenary session which is free to the public on January 5th.

6. Nominating and Governance Committee (Tate)

a. Nominations report

Tate listed the qualified board candidates that the Nominating Committee is currently pursuing:

- Gayle Berry - a legislative lobbyist
- Neil Best - a public radio station manager from Greeley
- Susan Edmondson - President and CEO of the Downtown Partnership in Colorado Springs
- Rebecca Hurley – a real estate marketing professional in Colorado Springs
- Corinne Koehler - co-founder of Historic Pueblo and Senior Financial Advisor

at Wells Fargo Advisors Financial Network
- Jean Galloway - owner of a Denver public relations firm, she specializes in bringing businesses and the community together.

7. **Development and External Affairs Committee** (Dahlin)
   a. FY2016 fundraising status report (Coval, Tucker)
   Coval explained that the fundraising status report reflected revised goals as program needs changed during the fiscal year. She added that the figures for WITS should have $10,000 from Colorado Creative Industries added to the Goal and Received columns.

   b. Board giving
   Dahlin passed out FY2017 pledge forms and noted that any money given now will be applied to the FY2017 budget. She reminded the Board of multiple ways to give: cash, time, goods and services, and soft credit, which is money given by others as a result of a Board member's solicitation or influence.

   c. Holiday Season Fundraising Activities (Tucker)
      1. Appeal letters
      Tucker reported that year-end letters were at the printer, and would initially be sent to 2500 people. A second letter would be sent to those who have attended a round-table discussion. The third wave of the mailing will include a holiday greeting card, sent to those who have given $100 or more in the past. The graphic on the card is the artwork of a third-place River of Words winner. Tucker stated that the cost of the mailing was approximately $4,500, and $11,000 is an average return.

      Tucker shared with the Board that the most effective outreach, as reinforced at the National Humanities Conference, is to send at least three mailings during the year, followed up by personal phone calls. Dahlin volunteered to talk to all who have given $5,000 or more. Ballantine talked about reaching out to past board members.

      2. Colorado Gives Day
      Tucker reported that regardless of the effort, CH averages the same level of giving on Colorado Gives Day, so minimal effort is made. Donors make an online gift through Community First Foundation and First Bank adds a small contribution.

   d. Approval of FY2017 fundraising goals
   Coval reviewed the fundraising goals, noting that the goal for unrestricted funds was modest and an organization the size of ours should be able to reach it.

   She outlined fundraising issues by program as follows:
   - one more sponsor is desired for CBA
   - Colorado Encyclopedia needs to receive new money from pending grants
   - funding needs for Durango Chautauqua need to be clarified
   - a new High Plains Chautauqua fundraising committee will hopefully deliver results
   - cost-share funding is anticipated for Latino History Live

- Motheread activities cannot continue unless a new funding source is found

Discussion, focused primarily on Motheread, followed.

Motion by Mason to approve the FY2017 fundraising goals as presented, with the exception of Motheread, which will be subject to monitoring by the Finance and Executive Committees.
Seconded by Nelson
Vote: Unanimously approved.

e. Board members' reports on individual activities
   1. Nelson shared his idea to approach potential donors for funding for specific program events rather than general funding for a whole program. He suggested creating a menu of choices from CH programs, and possibly asking for a three to four year pledge. He had compiled a list of about ten companies with which he could arrange a meeting with funding decision-makers.

   2. Miller suggested investigating the Eulipions Fund administered by The Denver Foundation for Black History Live. He had provided a list of new leads who are successful African American doctors and lawyers. He also told of a friend looking for philanthropy opportunities.

   3. Garcia had looked for African American funding sources for Black History Live. She found the Denver African American Giving Circle which is working to improve the live lives of the most disadvantaged in Colorado, and the White Rose Foundation which is interested in arts and education.

   4. Ballantine stated that the Durango Chautauqua would take place in mid-September for the foreseeable future, and would gain traction for attracting three or four local sponsors.

   5. Dahlin had focused on Motheread/Fatheread and identified three or four foundations that may provide funding. One had been investigated previously, but she suggested that it may be time to revisit the opportunity.

   6. Nelson suggested approaching corporations in distress, such as Chipotle and Wells Fargo, that might want to generate positive publicity. He thought perhaps Havey Productions would be willing to donate a small commercial clip for distribution to movie theaters. It could be publicity for programs, advertisement for a sponsor and name recognition for CH.

Executive Session

The Board went into Executive Session to discuss the Executive Director's performance review. Dahlin will meet with Coval to summarize the review.

8. Finance and Infrastructure Committee (Coval)

a. FY2016 preliminary year-end report
Coval reported that the accountant was working to produce a draft FY2016 year-end finacial statement. She anticipated a year-end deficit of $10,000 to $25,000. The Committee hopes to replenish the $90,000 withdrawn from Schwab reserves to supplement cash flow.

FY2017 funding of $146,000 from NEH was disbursed per a federal budget continuing resolution. CH has used about half that amount. Coval stated that a new continuing resolution would be issued shortly.

Mason suggested a monthly cash-flow analysis while funding from NEH remains unpredictable.

b. Investment fund report
Coval stated that there was nothing new to report.

c. Endowment fund report and recommendation
Coval reported that CH had not added nor taken from the endowment fund in years. The fund itself has performed better in recent months. Coval and Bantis had met with four representatives at Community First Foundation to discuss removing CH funds entirely.

CH was able to take a disbursement of $17,000 from the $58,000 on account. About $12,000 of the remaining funds are match, to which CFF claims CH is not entitled, if the account is closed. Coval believes CH is entitled to them.

Coval shared Bantis' goal to pull the entire amount from CFF so CH will have full control of it. Auditor Jim Davis had recommended the hiring of an attorney to craft CH's next communication to CFF requesting transfer of the funds.

d. Audit Schedule
Coval reported that the audit is scheduled for mid-February with Davis & Co., CPAs.

e. Approval of FY2017 budget
Coval detailed changes in the latest budget draft: salary increases for staff would begin in January 2017 rather than September 2016. $17,000 from CFF had been added to income. Small cuts have been made across all programs, including a decrease from four to three venues for WITS. Equipment expenses increased as a result of furniture needed for expanded office space.

The proposed budget assumes level funding from NEH with the addition of $15,000 for the Legacy of Race initiative.

Motion by Mason on behalf of the Finance Committee to approve the FY2017 Budget, with the following caveats:

1. **The Executive Committee, in consultation with the Finance Committee, will effectuate the restoration of $17,000 to Colorado Humanities' endowment fund at some point in the future.**
2. **The proposed budget for Motheread/Fatheread is excepted and will be subject to the approved FY2017 Fundraising Goals.**
   Vote: Unanimously approved

f. Aspirational budget
Coval reported that the aspirational budget has increased to include electronics for the CH conference room.

9. Program Policy and Evaluation Committee (Nelson)

a. Program status report (Jones)
Jones reported recent CH program activites:

- CH/CCTB particpated in Denvers's first Lit Crawl. Several Colorado Book Award winners and finalists were featured.
- River of Words Colorado is being managed by CH without support of the national program this year. We have over 100 entries. CH is working with Denver Water to help extend the program's reach.
- Colorado's national Letters About Literature winner, Sarah Lurie, read her letter at the National Book Festival in Washington, D.C. on September 24.
- Writers in the Schools is moving forward with seven classes at Fairview High School in Boulder and two classrooms at Durango Animas High School with a team of new writers. There is currently no coordinator for this program, but CBA's Bess Maher is assisting.
- Motheread has completed gathering data for its impact study.
- Denver Veterans Writing Workshop has met monthly since July 1016. Leader Jason Arment, a recent runner-up in the Iowa Review's Veterans' Writing Contest for his essay *White Whale*, will continue the workshops and eventually publish an anthology.
- Colorado's Poet Laureate Joe Hutchison is planning his "Lost Counties Tour."
- The Chautauqua programs were all successful in 2016. Durango's success was primarily due to Ballantine's and Mason's efforts. Two Rivers Chautauqua in Grand Junction reached over 1500 people. High Plains' Power of Inspiration theme was well-received and attendance at the Young Chautauqua day was much larger than in the past.
- Black History Live schedule for 2017 is almost complete. Legacy of Race will be conducted separately next fall, rather than concurrently with BHL as originally imagined.
- Outreach for LAL with Tim Hernandez is midway.
- Colorado Encyclopedia will post its 500th article this month. Sponsorship underwriting spots have been created for airing on RMPBS, and promotional business cards have been printed for a marketing launch this month.
- American West as Living Space added two new counties and reached 200 people.

10. Blue Sky update and discussion (Nelson)

Dahlin reported that she had sent the Evaluation Criteria Team four principles on which to evaluate CH programs, and asked how they should be weighted and scaled. She was still awaiting response. She thought perhaps a range of 1-4 with a multiplier that would reflect scale. Jones suggested charging the team with specific definitions for the principle terms.

Nelson reported that the community outreach was underway, with the first focus group meeting to take place the following week.

Garcia reported that she had been having fun browsing programs implemented by other councils. She stated that she needed to plan a structure for how the Program Evaluation Team would function.

Nelson reminded the group that every board member has signed up to participate on at least one team, so all should be working on some aspect of the Blue Sky project. He asked board members to remain conscious of comprehensive reach, broad impact, and inclusiveness of CH programs throughout the process.

Adjourned.

The Board of Directors Minutes have been signed and approved on this 3rd day of April, 2017.

by: Margaret A. Coval

Margaret A. Coval
Executive Director, Corporate Secretary
Colorado Humanities