Colorado Humanities Board of Directors Meeting
June 24, 2017
Georgetown Heritage Center
809 Taos St, Georgetown, CO 80444

Present: Dahlin, Ballantine, Bantis, Convery, Mason, Miller, Nelson, Tate (by phone)
Absent: Best, Cunningham, Garcia, Hillyard, House, Kirkpatrick
Staff: Coval, Albright, Jones, Tucker

Summary of Actions
- approval of the agenda (page 1)
- approval of the April 1, 2017 Board meeting minutes (page 1)
- decision to postpone approval of the FY2018 board meeting calendar (page 2)
- election of board members (page 4)
- election of officers and committee chairs (page 4)

1. **Welcome and ice breaker** (Dahlin)
Dahlin greeted those present, and asked each in turn to share either a school memory, since the Georgetown Heritage Center is in an old schoolhouse or a Fourth of July memory.

2. **Approval of agenda** (Dahlin)

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

3. **Approval of April 1, 2017 Board meeting minutes** (Dahlin)

Motion by Miller to approve the minutes of the April 1, 2017 Board meeting.
Seconded by Nelson
Vote: Unanimously approved.

4. **Chair's report** (Dahlin)
   a. Board members' recent activities
   Dahlin acknowledged and thanked the following board members for their recent activities:
   - Nelson for attending the Colorado Book Awards (CBA) and bringing guests, his continued leading of the Blue Sky initiative, and for lending his son as a summer intern
   - Tate for researching and meeting with numerous Board prospects
   - Garcia for researching programs as part of the Blue Sky work, and for chairing a meeting to plan CH's Legacy of Race and Ethnicity pilot program
   - Mason and Ballantine for leading the Durango Chautauqua effort and for participating in planning meetings with the staff

- Ballantine for giving financial support to the Latino Heritage Live tour in southeastern Colorado, and for his pledge to support the communications efforts including RMPBS spots

Mason added thanks to Ballantine for bringing Colorado Poet Laureate Joseph Hutchison to Durango, and opening up collaborative avenues with Fort Lewis College and Durango Public Library.

b. Board meeting calendar
Dahlin reviewed the remaining board meeting dates for calendar year 2017, and asked the Board to check their calendars for availability on the proposed 2018 dates. She suggested an e-mail vote within a week to confirm the 2018 board meeting calendar. Board members present agreed.

c. September board meeting location
Coval raised the possibility of holding the September board meeting in or around Breckenridge, as Dahlin will be there for the annual Breckenridge Film Festival. Mason suggested exploring former slave and major historical Breckenridge landowner Barney Ford's story as an added activity.

d. Committee preferences
Annually, each Board member has the opportunity to indicate a preference of committee for his/her service. Dahlin asked the Board to make their selections expeditiously, submitting their choices that day if possible.

5. **Executive Director's Report** (Coval)
Coval thanked Dahlin for attending the Student Literary Awards (SLA), a CBA finalist reading at The Book Bar, and the Colorado Book Awards, and for making remarks at CBA on behalf of CH. She recognized Dahlin's time given to sign awards documents for CBA winners and for participation in Board prospect interviews and the board orientation for Neil Best.

a. NEH funding
Coval reported that CH finally received FY2017 funding dollars from NEH in mid-May. The $761,910 awarded was about $30,000 more than what CH had budgeted. NEH itself received an increase of 2 million as a result of budget work completed by the House and Senate Appropriations Committees. The FY2017 budget for NEH is $150 million, including a $2.9 million increase to the Federal/State Partnership, bringing its total FY2017 budget to $46 million. Coval attributes the increase to the state humanities councils' communications made during Humanities on the Hill and throughout the year.

The President's budget request for FY2018 allocates only $42 million to the NEH, which is designated to enable closing down the agency. As support for NEH in Congress remains strong, Coval expects appropriations sub-committees to begin with current-year figures and adjust from there.

Coval reported on advocacy efforts conducted by the Federation of State Humanities Councils (FSHC). The FSHC has made an effort to gather letters of support from leaders in every state, addressed to the Appropriations Committees. 160 support letters were delivered by the FSHC chair to House Appropriations leadership. FSHC staff is confident of support within the House. Additionally, Coval reported that on the previous day the FSHC President and Vice-President had met with the White House liaison to NEH. Mason suggested a 'thank-you' to those Colorado leaders who had written support letters, and to provide them with updated information regarding the budget as it is developed.

Coval assured the Board that CH would continue to remind Congress of who we are and what we're doing, and to invite representatives and their staff to CH events. She distributed a handout of talking points so the Board would have data to share during their individual outreach efforts, inviting them to make requests for information not already provided. Mason asked for figures showing the percentage of the total state population reached by CH programs, explaining that the numbers reached show output, but that a percentage shows the degree of penetration.

b. National Humanities Conference
Coval reminded the Board that the National Humanities Conference is in Boston, November 2-5. The conference will again be a joint effort with the National Humanities Alliance, which was a successful collaboration last year. She and Dahlin encouraged board members to attend. Dahlin commented that it was informative and interesting to see what other councils are doing.

c. Other
Coval mentioned Humanities on the Hill in March of 2018 as another opportunity for Board participation.

6. Governance and Nominating Committee (Dahlin, Coval)

a. Nominations report
Coval reported that there are six open positions on the CH Board; four elected and two that will be appointed by the Governor. Suggestions from the Governor's office include some Governor's Leadership Fellows. Many potential candidates have been identified, offering Board diversity in areas including experience, geography, age, and fundraising skills.

Governor's appointee Sam Meyer of Grand Junction is ready pending paperwork. Sam is Vice-President of Shaw Construction in Grand Junction.

Sruta Vootukuru, Vice-President of Development and Operations for Sling TV, is a prospect.

Becky Hurley of Colorado Springs may be moving forward as an elected member. She has expressed interest and wants more information.

b. Election of board members
Dahlin offered a brief bio of Julie Rodriguez, mentioning her interesting background, and experience in community relations and external affairs. She said Rodriguez is pleased that Pueblo representation is being added to the CH Board.

Motion by Dahlin on behalf of the Nominating Committee to elect Julie Rodriguez to the Colorado Humanities Board of Directors for a four-year term.
Vote: Unanimously approved

c. Election of officers and committee chairs
Dahlin mentioned that there were no contested slots for the leadership positions of Board Chair and chairs of the four standing committees. Board members present decided informally that there was no conflict of interest for Dahlin to conduct the following business.

Motion by Dahlin on behalf of the Nominating Committee to elect the following slate of officers and committee chairs to one-year terms:

Michel Dahlin - Board Chair
Paulette Tate - Governance and Nominating Committee Chair/ Board Vice-Chair
Charlie Bantis - Finance and Infrastructure Committee Chair
Thor Nelson - Development and External Affairs Committee Chair
Adrian Miller - Program Policy and Evaluation Committee Chair

Vote: Unanimously approved

7. **Finance and Infrastructure Committee** (Bantis)
a. Financial status report
Bantis reported that at the end of April, CH had approximately 37% of its annual operating expenses available in cash, which is good compared to the national norm of 25% - 30%, although he would prefer 6 months. He noted $45,000 to the positive for the first six months, and commended Coval and CH staff for doing a great job of controlling expenses.

Bantis reported that through the end of June 2017 Motheread/Fatheread Colorado (MFC), which had been projected to be in deficit of $75,000, was $56,000 in deficit. During the early part of FY2017 the program had no funding at all. The $50,000 grant from the Daniels Fund, which would have alleviated the majority of the shortfall, was denied. For FY2018, the program has $70,000 available from the Buell and Denver Foundations, which will require significant reduction in the program plan.

Coval said that funding would still need to be found. She explained that since the available program funds are so much less than proposed, it will be necessary to return to the foundations to reach an agreement on implementation priorities. Coval expressed confidence that an agreement would be reached. She informed the Board that MFC coordinator Vera Atilano had resigned and the position will not be filled. Bess Maher will be helping with MFC on a part-time basis.

Bantis commented that it was difficult to plan for FY2018 since the future of support from NEH is unclear. He said that some level of reduction is expected, and complete defunding is a possibility, but at this point no assumptions can be made and FY2018 programs are the priority. Discussion followed.

Coval stated that she intended to begin work on two or three variations of the FY2018 budget, beginning with one that is 'business as usual' as a baseline. The others would be scaled-down versions. She expected to have information from the House sub-committee by late July. At that point the Federation might be able to provide insight about how the Senate committee might proceed. She conceded that if there were another continuing resolution, it could be June of 2018 before there is definite information about FY2018 funding.

Bantis reported that Colorado Encyclopedia (CE) has sufficient funding through October of 2017. Coval was hesitant to predict funding from the State Historical Fund, as the grant proposal submitted at the end of April is a third attempt. She hoped CSU might commit to providing some support for raising funds. Jones reported that CE website visits had doubled to 50,000.

There was discussion about continuing the website maintenance and outreach, but scaling back the program by temporarily stopping the article leveling and the development of ARSs, and notifying writers when they are able to submit again. Ideas for adding grant-independent revenue included creating a trust, exhibiting at librarian's conventions, selling or leasing the site, offering targeted advertising on the site, and offering sponsored articles. Bantis encouraged the Board to join a Finance Committee meeting to continue the discussion.

Bantis reported that a projected $13,000 is needed for High Plains Chautauqua (HPC) 2017. Coval admitted that HPC fundraising had not kept pace with program development for 2017, but said $9,000 had been raised in the previous three weeks. She recommended reducing the scope for FY2018 to four or three nights, and perhaps 37 instead of 47 events. Funding is pending from Target, Kohl's, Safeway and King Soopers. Discussion followed regarding funding of HPC. Bantis reiterated that CH has no capacity to fund a deficit.

b. Investment funds report
Bantis reported that the Schwab investment funds have been performing fairly well, but were beginning to lag. The Community First Foundation endowment is doing better, but there are still plans to extract CH funds at some point in the future.

8. **Development and External Affairs Committee of the Whole** (Dahlin)
Dahlin reminded the Board that, as a result of the prior board officers vote, Nelson will chair the Development Committee, while Miller will become chair of the Program Committee. Nelson will continue to work with the Program Committee to help with the transition. He is eager to reconstitute the Development Committee, which has been functioning as an ad hoc committee of the whole.

   a. Board members' reports on development activities (Dahlin)
   Dahlin encouraged the Board to talk to potential funders individually about CH and its programs, and to develop CH friends who might become funders in the future. Handouts providing data and talking points were distributed. Tucker stated that Nelson is helping CH arrange a meeting with Anadarko.

   b. Board giving (Dahlin)
   Dahlin reported that year-to-date contributions to CH total $5,668 and thus far $8,273 has been leveraged from other donors due to Board efforts. Dahlin noted that those figures do not include monies Ballantine has pledged for RMPBS spots and to two other areas. Tucker emphasized the importance of unrestricted gifts.

   c. Fundraising status report (Coval, Tucker)
   Coval stated that the unrestricted goal is quite small yet CH never reaches it, and welcomed any ideas for generating unrestricted funds.

   Coval repeated that the $50,000 anticipated for MFC was no longer pending and would not be received. Buell Foundation staff suggested the possibility that MFC institute a fee for services, as the program is worth it. Tucker stated that the Early Childhood Partnership of Adams County has paid for an MFC training for its personnel. She mentioned a $20,000 grant received from Denver Foundation for MFC.

   Tucker reported that a $30,000 Arts and Society grant has been awarded for War Stories the Denver Veteran Writers' Workshop; $15,000 for FY2017, and $15,000 for FY2018. She mentioned Avison Young's support of River of Words and Letters About Literature.

   Tucker listed some grant opportunities with upcoming deadlines. If awarded, the grants would span a two-three year period. Coval expressed concern about in process long-range planning, and the ability to meet funder's expectations as program priorities change. Nelson felt that the application deadlines might not allow enough time to develop a two-year program plan. He cautioned against grants requiring any long-term matching commitment, and those that would span two CH five-year program plans.

   d. Ways Board members can support development efforts (Dahlin)
   Dahlin asked the Board to each pick a program on which to concentrate their fundraising efforts next year. Dahlin stated that she would like to know how many fundraising opportunities are lost because CH has federal funding support. Nelson suggested that a long-term structural goal for the organization should be viability without federal funding.

Convery stressed the importance of articulating value messages and presenting deliverables with social value that meet the needs of donors. Tucker emphasized face-to-face meetings.

Nelson listed ways to raise revenue, stressing that CH should plumb the depths of each:

1. Board personal out-of-pocket giving
2. Fundraising targeted at individuals
3. Fundraising targeted at businesses/corporations
4. Fundraising targeted at foundations
5. Fundraising events, i.e. D.I.N.E.
6. Fee for services

Mason added:

7. Appeals for in-kind donations

Nelson advocated more aggressive fundraising at the end of each event, saying the organization itself should have increased visibility at all events. He felt that turning CBA into a fundraising event would be possible.

e. Other

Nelson said he would like to build a deeper relationship between the Development Committee and the Finance Committee, to learn how the two can best collaborate. Bantis suggested having a joint committee meeting for the goal of identifying two to three small income streams for development. He would like the entire Board invited.

Dahlin shared that this will be Convery's final meeting, as he has accepted an out of state position as the Director of Statewide Initiatives with the Minnesota Historical Society.

9. Program Policy and Evaluation Committee (Nelson, Jones)

a. Program status report (Jones)

Jones reported record attendance at the Student Literary Awards (SLA). River of Words (ROW) had double the entries from FY2016. Two standing ovations were given for Letters About Literature (LAL) winners. Dahlin described those two winners' letters as heartfelt and eloquent. The National ROW program appears to be functioning again, but Jones said CH will continue to process entries at the state level. LAL is under new national leadership, and its future is unknown.

Jones told of a meeting she and Lansdown had with Aurora Water. Aurora Water intends to join ROW and have their own local competition.

Jones provided the following recap of recent program activities:

- Colorado Book Awards, held at the PACE Center in Parker for the second year, was a success. 2017 winners bookmarks are in the process of being distributed.
- WITS has used all available funding, and has finished for the school year culminating with the Fairview High School Hootenanny in Boulder.

- Bess Maher and Scott Filippini will work with MFC sites to coordinate events. Omni Institute has submitted its study findings to the Corporation for National and Community Service. CH anticipates receiving the final review.
- War Stories is moving from all volunteer to a program funded with money from Bonfils Stanton Arts in Society initiative. Jason Arment will be the lead facilitator, and meeting space will be rented from Denver Public Library. The program is funded into 2019.
- As an event for the WWI Centennial Commission, Chautauquans Doug Mishler (Teddy Roosevelt) and Mary Jane Bradbury (Jeannette Rankin) debated one another. Convery, who moderated the event, declared the presentations excellent.
- Young Chautauqua reached 1000+ students including those for a school new to the program in Ault. There will be activity through the summer as Greeley and Grand Junction prepare for their local Chautauqua festivals.
- Two Rivers Chautauqua is moving indoors August 18 and 19, and is beginning publicity.
- RMPBS spots to advertise Durango Chautauqua are in production.
- Legacy of Race will feature two facilitated discussions at each of two libraries in Denver and two libraries in Colorado Springs. Each will have a culminating potluck.
- Colorado Encyclopedia contributors are working hard to complete article leveling and annotated resource sets for classroom use.

b. Program plan outline for FY2018
Nelson reported that the Program Committee had met to review the FY2018 program plan outline. It is largely a continuation of 2017 programs. The Board is to review and approve the FY2018 program plan at the September board meeting.

10. Blue Sky, Green Field (Nelson)

a. Focus groups summary report
A handout summarizing activities and feedback from the Blue Sky focus groups tour was distributed. Jones reported that twenty community meetings, yielding thirty hours of recorded discussion, had been held across the state.

Convery noted that those communities are producing their own humanities programs, but local organizations are not working together. Regional humanities councils is an idea that could provide needed infrastructure support, coordinated calendars, communication between organizations, cooperation, coordinated media, and consolidated resources.

b. Team reports
Jones distributed a template to be used when submitting potential programs to the Program Team. She asked for comment from the Board regarding any adjustments that might be needed. Robust discussion followed.

Suggestions included 2019 and 2023 begin/end info, a funding source column, expected level of effort, and a separate template for staff assessment of the value of current programs in terms of new objectives. The information must be arranged so as not to give bias to current programs. It was suggested CH determine a way to compare efficiency versus effectiveness.

The Board decided that deliberation should feature a spokesperson for each program presented, measurements that will show if the program has met its goals, and information about how each program meets the new CH major objectives. Questions might include:

- Who is the target audience and why?
- If attendance number is not the best reflection of this program's success, what is?
- What is the product?

Coval posited that planning and evaluation consultant Quentin Hope could be brought in to help determine program analysis methods to ensure program measurements are sound.

c. Major Objectives discussion
The Board reviewed the current draft major objectives. Nelson expressed a desire that, between now and September, it be determined that Board members are in agreement with the premise of the major objectives. Dahlin stressed that all new program proposals should state how the program meets CH's major objectives.

d. Moving forward
Jones asked Board and staff to submit new program ideas for her to compile by August 1st. Nelson anticipated proposal of 15-20 new programs on the template distributed. All will be up for debate, and will be ranked based on a variety of factors such as cost and staff requirements.

Nelson proposed an all-day Board workshop at Holland & Hart in October 2017 (possibly the 6th) to select programs for the 2019-2023 program plan.

Jones shared plans to reconvene the Blue Sky groups starting in November after programs have been selected. Convery suggested a dialog with communities that will include a summary of comments from the previous meeting, a presentation of the programs chosen, and the opportunity for participants to offer feedback if they feel the program plans need adjustment to meet local priorities.

11. Other business

Coval reported that CH is required to write a self-assessment in 2018, which NEH may require as much as 60 days prior to a site visit by outside reviewers and NEH staff. The self-assessment guidelines will be available from NEH in September. She said site visit date preferences will be submitted by July 14. NEH will confirm the date selected by August 21.

Adjourned.

The Board of Directors Minutes have been signed and approved on this 28th day of September 2017.

by: Margaret A. Coval
Margaret A. Coval
Executive Director, Corporate Secretary
Colorado Humanities