Colorado Humanities Board of Directors Meeting
January 21, 2012
Denver, Colorado
Minutes

Present: Alpha, Barrows, Conrad, Edgerton, Fries, Gifford, Hall, Hoesterey, King, Lamborn, Mikal, Sullivan, Tolmachoff, Wei

Staff Present: Coval, Huett, Jones, Tucker

1. Welcome and introductions (Wei)

Wei welcomed the Board and recognized the following Board members:

- Gifford—for locating the new office space and for donating her broker's fee to CH
- Sullivan—for hosting the October DINE event
- King—for brainstorming and organizing the membership program
- Alpha and Tolmachoff—for taking the lead on the thank you calls and holiday greeting cards and for everyone who took the time to participate
- Mikal—for pitching Coval's op-ed piece, for helping with the Colorado Book Awards press release and for arranging for the contribution from CSG
- Edgerton—for planning the HPC fundraiser
- Weise—for helping to arrange for the YC program in Colorado Springs and for taking the lead on the summer fundraising event
- Gifford, Hall, King, Mikal and Tolmachoff—for donating on Colorado Gives Day. And Alpha for trying so hard to make a donation when the system was experiencing overload.
- Alpha—for her leadership in evaluating the Two Rivers Chautauqua program
- Tolmachoff—for her help with YC and the Black History Live Tour
- Hall—for helping with YC outreach
- Curran—for facilitating the Black History Live Tour with community colleges
- Fries—for directing us to the Mile High United Way RFP
- Barrows—for alerting CH to the Denver Metro Non-profit Award and for agreeing to serve as the CH liaison to the private sector for fundraising

2. Review and approve changes to the agenda (Wei)

The Board reviewed the agenda for the January 21, 2012 Board meeting. Wei asked for requests for changes and Lamborn said he would like to discuss a possible unintended consequence of a sentence in the revised Conflict of Interest Policy.

Motion by Sullivan to accept the agenda for the January 21, 2012 Board Meeting.
Seconded by Conrad
Vote: Unanimously approved.

3. **Approval of minutes of October 1, 2011 Board meeting**
   Wei asked for comments or corrections to the October 1, 2011 board minutes. There were no corrections.

   Motion by Edgerton to approve the minutes of the October 1, 2011 Board meeting.
   Seconded by Hall
   Vote: Unanimously approved.

4. **Chair's Report (Wei)**
   a. Board membership
   Wei informed the Board that Kato Crews and Cindy Medina have both resigned from the Board. Both resigned for personal reasons. Wei asked the Board to contact Alpha with the names of potential nominees.
   b. Conflict of interest signatures
   Lamborn discussed the concern with the Conflict of Interest Policy citing page 2 of the document, beginning with the phrase, "A conflict may exist…" He said that relying on the word "may" to frame the section was problematical and that it could become necessary for CH to create a list of specific actions or language reflecting a mitigation plan. After discussion, the Board decided to revise the document, but to allow it to serve as a general guideline for conduct until it can be voted on at the next Board meeting. They also agreed to contact Dirk Biermann to help with the revision since he was the one who drafted the document.
   c. By-Laws Change
   Coval reminded the Board that at the last Board meeting they voted to decrease the number of people serving on the CH Board to twenty. This led to a change to the CH By-Laws.

   Motion by Sullivan to approve the proposed change to the By-Laws to decrease the number of people serving on the CH Board to twenty.
   Seconded by Alpha
   Vote: Unanimously approved.

5. **Executive Director's Report**
   Coval thanked Wei for his Colorado Gives Day donation, for his help with the United Way proposal, and for writing a statement for the CH page on the Community First website.

   Coval thanked the CH staff for their efforts in moving the office.

   Coval informed the Board of recent staff changes including the resignation of Jen Long, the Colorado Book Awards Coordinator, and the additions of Christine Goff as CBA Coordinator, Kim Turner, as Motheread/Fatheread Coordinator, and Claudia Basarab who is helping with data entry.

a. NEH Funding
   Coval informed the Board that she has still not received confirmation regarding the CH grant from NEH, but is guessing that CH's funding will decrease approximately 4.5%, or $30,000. She anticipates that there will be further funding cuts in FY2013. She will update the Board as soon as she receives confirmation.
b. Federation Conference
   Jones and Tucker attended the November Federation Conference. Much of the conference focused on development and marketing and the theme was "Re-imagining the American Dream." Workshop topics included: outreach, creating community advisory committees, branding, and creating annual reports. Wei encouraged Board members to attend in the future. The next conference will be early next November in Chicago.
c. Humanities on the Hill
   Coval invited Board members to join her for Humanities on the Hill March 6-8. The state humanities councils try to visit every member of Congress during the event. Conrad suggested that Board members consider donating their miles for staff travel to events such as Humanities on the Hill.
d. Open House at the new office
   Coval asked the Board for help and ideas for an open house to celebrate the new office space. Sullivan commented that this is a vital opportunity and he believes that CH needs to make the open house a priority. After discussion, the Board agreed that there might be weather issues in March and discussed moving the next Board meeting and open house from March and to April. Huett will send out a survey regarding finding an alternate date.
e. SCFD Update
   Coval informed the Board that she recently attended a meeting of SCFD Tier III organizations who have concerns with the distribution of SCFD funds and policies. She did not volunteer to serve on the organizing committee, but will stay involved to the extent possible.

6. Finance Committee

a. Preliminary year-end report
   Sullivan reviewed the draft year-end FY2011 financial statement and indicated that shortfalls in fundraising had been offset by careful attention to spending, including decreases in travel expenses, publications and the cost of office space. He said that although the FY2011 numbers have not yet been finalized, he thinks that CH will be able to roll forward approximately $30,000 to the FY2012 budget.
b. Audit schedule
   The annual audit has been scheduled for the first week of February. CH will have the report at the next Board meeting.
c. Investment Report
   Sullivan reviewed the Schwab investment report and indicated that CH currently has invested 51% in fixed, 21% in equity and 28% in cash. He stated that the Finance Committee feels that this mix is right and that it gives CH flexibility, and that they recommend maintaining a conservative approach to investments. The fund grew 2.5% in the last year.

d. Ferril House

Sullivan informed the Board that Coval will be meeting with staff of Historic Denver to address their concerns about maintaining the historic integrity of the Ferril House if it is sold, and to get their ideas regarding listing agents. Gifford stated that the obvious use for the property is residential. Coval reminded the Board that the Ferril House account will be out of money soon unless a renter or buyer is found.

7. Development Committee

Tolmachoff reported.

a. Fundraising status report

Coval reminded the Board that the fundraising goal for unrestricted funds in FY2012 was developed to reflect FY2011 realities. She said that CH fundraising went quite well in the first quarter, including raising $12,997 through Colorado Gives Day and approximately $2,100 from the year-end appeal letter. She said that CH has applied for a number of grants in recent weeks, including a $240,000 grant from Mile High United Way for the Motheread program and $129,000 from Temple Hoyne Buell Foundation. Coval informed the Board that the Mile High United Way Grant has a dollar for dollar matching requirement. The funds are from a federal source so CH would not be allowed to use any of our NEH funds as part of the match.

b. The Board reviewed the membership proposal that King and Tucker put together. King said that the Development Committee has decided to make the subtle shift from "donors" to "members" with the intent to draw more people to CH events and programs. She asked the Board for help with naming the different membership levels. After discussion, the Board gave feedback that there were too many different levels in the current proposal and suggested that the Committee give the levels names which will highlight the CH mission without giving the donor the impression that their donation is going to support a specific program. Suggestions included "Author-author", naming the levels after Colorado mountains and rivers, or using more generic terms such as "friend", "patron" "partner." Lamborn cautioned against naming the levels after historical people or places given the moral complexity/ambiguity that would be associated with that. The Board discussed setting the levels at: $0-250, $500, $1,000, $2,500, and $5000+. King reviewed ideas for membership thank-you gifts including: lapel pins, a mousepad/screen-cleaner/keyboard protector, VIP access to CH events and subscriptions to Humanities magazine. The Board discussed thank you gifts, and many had reservations about sending gifts that would diminish donations in order to purchase the gifts. The suggestion was also made that many donors would appreciate not receiving tokens that they are not really interested in. Mikal suggested creating a thank-you brochure from the kids/people impacted by our programs, and suggested that unless the gift is perceived as useful, it will be thrown away.

Motion by Tolmachoff for the Development Committee to move forward with the membership proposal and take the thank-you gift discussion into consideration.
Seconded by King
Vote: Unanimously approved.

c. Fundraising events
   The Development Committee is working on two fundraising events: 1) A chuck-wagon dinner in late summer at an historic ranch near Hartsel, 2) A poker night with a western theme in the spring.
d. DINE
   CH has three DINE events scheduled for the spring. Coval encouraged Board members to attend and bring guests. Sullivan suggested that CH put together a calendar to help Board members keep track of upcoming events.
e. Corporate outreach
   Tolmachoff thanked Joe Barrows for agreeing to take on the leadership role for corporate outreach.

Lunch

The CH Board and staff enjoyed a presentation and lunch with Kendra Black from National History Day in Colorado.

8. Program Policy and Evaluation Committee (Edgerton)

Jones introduced new staff members Kim Turner and Chris Goff to the Board. Turner is coordinating the Motheread program, and Goff will be coordinating the Colorado Book Awards.

a. Program status report
   - Jones informed the Committee that CH is in the process of creating fee-based packages for Black History Live, Hispanic Heritage Live, Young Chautauqua and Writers in the Schools.
   - HPC had a banner year in 2011 and the Committee has already established a theme (Courage and Conviction) and a budget for 2012.
   - The Meet Mr. Lincoln Tour featuring Chautauquan Dennis Boggs will be February 13 and 14.
   - We have distributed the new River of Words curriculum in conjunction with Denver Water.
   - Writers in the Schools received an NEA grant, which will allow the program to expand to Pueblo and Grand Junction.
   - Voices of the Valley will start planning soon.
   - Authors in Community has been on tour throughout the state. The program had disappointing attendance in Walsenburg and Trinidad, but Tim Hernandez will be working to establish face-to-face contacts to ensure greater participation for future events.
   - Colorado Book Awards has had 162 entries in 13 categories, and will require 78 volunteers to serve as selectors and judges. The award ceremony will be in late June in Aspen.
   - Jones is working with Colorado Voice Preserve to create a virtual library to preserve oral histories.

b. NEH Self Assessment preparations
   Edgerton informed the Board that CH will be conducting a Self-Assessment as required by NEH. 2012 will focus on research and evaluation leading to setting major objectives for 2014-2018. In 2013, CH will be conducting roundtables and community surveys to get local input on our programs. NEH reviewers will also visit the Colorado office and meet with groups of program partners and others. A subcommittee (Hall, Hoesterey, Tolmachoff, and Weise) was formed to begin thinking strategically about evaluation design of K-12 programs.

9. Nominating and Governance Committee (Alpha)

a. Nominating procedures
   Alpha informed the Board that nine members' terms will expire in 2013. She asked them to start sending her names of potential candidates now, so that the Nominating Committee can start the process. She asked them to keep in mind geographic and occupational distribution as well as cultural diversity. She also asked Board members to consider joining the Committee.

10. Other business

No other business was discussed.

Motion by Tolmachoff to adjourn.
Seconded by King
Vote: Unanimously approved.

The Board of Directors Minutes have been signed and approved on this 14th day of May 2012.

by: [signature]
Margaret A. Coval
Executive Director, and Corporate Secretary
Colorado Humanities