Colorado Humanities Board of Directors Meeting
April 28, 2012
Denver, Colorado
Minutes

Present: Alpha, Barrows, Conrad, Curtis, Edgerton, Fries, Hall, Hoesterey, Lamborn, Mikal, Ransick, Sullivan, Tolmachoff, Walton, Wei

Staff: Coval, Huett, Jones, Tucker

Guests: Ron Rakowsky (Mayor of Greenwood Village), Jim Davis, Maria Melendez

1. Welcome and introductions (Wei)

Wei welcomed the Board and recognized the following Board members:

- Ad hoc K-12 program evaluation committee (Hall, Hoesterey, Tolmachoff, Weise) for researching ways to gather quantitative data to see why and how our programs work
- Hall for leading the Young Chautauqua program in Grand Junction and for helping students to perform at Two Rivers Chautauqua
- Alpha and Hall for their fundraising efforts in Grand Junction
- Fries for securing CCI grant funding for Young Chautauqua in Pueblo, and for facilitating contacts for Coval and the program staff
- Weise for organizing a Young Chautauqua program and showcase in Colorado Springs and arranging meetings for Coval
- King for arranging an employee matching gift
- Mikal for facilitating the design and purchase of the CH mouse pads
- Edgerton for helping CH connect with a professional evaluator for Young Chautauqua and Writers in the Schools, and for attending Humanities on the Hill
- Sullivan for submitting CH funding requests to Vectra Bank and Schwab, and for donating the large plant to the CH offices
- Sullivan, Conrad, Mikal, Walton, Alpha, Lamborn, Hall and Fries for attending the CH open house. (Sullivan asked the Board to send CH the names of their guests who attended the open house for addition to the mailing list)
- Conrad for facilitating contact with media outlets in Durango for the Mile High United Way grant announcement and for facilitating contacts for program staff
- Weise, Sullivan, Tolmachoff, Hoesterey and Walton for attending the Mile High United Way grant announcement

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

The Board reviewed the agenda for the April 28, 2012 Board meeting.

Motion by Tolmachoff to accept the agenda for the April 28, 2012 Board meeting.
Seconded by Conrad.
Vote: Unanimously approved.

3. Approval of minutes of January 21, 2012 Board meeting
   Motion by Alpha to approve the minutes of the January 21, 2012 Board meeting.
   Seconded by Fries.
   Vote: Unanimously approved.

4. Chair's Report (Wei)
   a. Board membership
      Wei informed the Board that Linda Curran resigned from the Board because of professional obligations. Wei asked the Board to contact Alpha with the names of potential nominees.
   b. Literacy fundraising task force
      Wei announced that he felt that it was necessary to establish a literacy fundraising task force to raise funds for the match portion of Mile High United Way grant. Sullivan has agreed to serve as chair. The other members of the task force are Barrows, Curtis and King.

5. Executive Director's Report

Coval thanked Wei for attending the meeting with the Lieutenant Governor's Chief of Staff regarding the encyclopedia project, and for attending the United Way grant announcement, and the February and March DINE events.

   a. Humanities on the Hill
      Coval said that Edgerton accompanied her to Washington, where they were able to visit all nine Congressional offices. They met mostly with staff members, but did have brief encounters with Representatives Polis and Lamborn. Lamborn attended the Humanities on the Hill reception and Coval's conversation with him led to a meeting with his Colorado Springs staff.

      Edgerton said that all meetings were very positive and that the staffers expressed great interest in our work. He and Coval asked the staff members for letters of support and to help facilitate contacts with local people interested in education. Edgerton asked members of the Board to introduce themselves at the local offices of their federal and state representatives and ask staff members for contacts with schools and libraries. He suggested that Motheread and the Mile High United Way grant would be an excellent way to start the conversation. Sullivan asked if there are talking points to help Board members address the key issues. Coval said that she would work with Edgerton to develop talking points.

      Coval passed out a letter to the House Interior Appropriations Committee leadership. The Federation hopes to have all state council board members sign on. Board members who do not wish to be included or have their professional affiliation listed on the letter should contact Coval before May 4.

The Mayor of Greenwood Village, Ron Rakowsky, stopped in to welcome CH to Greenwood Village and to tell the Board how much he appreciates and believes in our work.

b. Other
There was no other business.

6. Development and External Affairs Committee (Tolmachoff, Walton)

a. Fundraising status report
Walton said that the Mile High United Way Grant makes up a large portion of the fundraising report. He said that other fundraising is generally moving in the right direction and that CH is currently at 73% of the goal for the year. Coval said that CH received a $60,000 grant from the National Endowment for the Arts for the Writers in the Schools program. Coval said that the following programs could use additional help with fundraising: matching funds for the Motheread grant, the Colorado Book Awards, Chautauqua Speakers Bureau and Young Chautauqua, as well as unrestricted funds.

Alpha and Hall reported that the Eleanor Roosevelt fundraiser in Grand Junction for Two Rivers Chautauqua raised $6,358. Six Young Chautauquans participated and they raised $568.47. Alpha said that the participation of the Young Chautauquans brought a lot of attention to the program. Wei congratulated Hall and Alpha.

b. Prospects and contacts
The Board reviewed a list of potential prospects and contacts. Walton asked them to contact him or Coval if they knew someone on the list and could make an introduction.

c. DINE report
Walton said that the cost overage associated with the March DINE event was due to a penalty that CH incurred as a result of cancelling the March Board meeting at the Hyatt. The penalty would have been greater had we not scheduled DINE at the hotel. Sullivan asked if CH is charging enough for tickets. Walton explained that DINE volunteer Syd Nathans is committed to maintaining DINE as an affordable, intimate event that is a friendraiser rather than a fundraiser. Walton said that after this season we can re-evaluate the event. Lamborn described a similar program at CSU. He said that the only disaster was when there was a focus on fundraising at one event. He cautioned that CH think carefully about asking for donations during DINE. He asked if CH has the ability to move the event to other areas of the state. Coval said that we could, but that our volunteer coordinator's focus is on the metro area. Lamborn suggested the volunteer train volunteers in other areas of the state. The Board also expressed interest in packaging the program.

Mikal asked if the new friends from DINE are being tracked to see if they have become donors. Tucker said that she will do some research and will report her findings at the next meeting.

d. Events

Tolmachoff said that she and Hoesterey will meet next week to find a venue for the poker night fundraiser. They have received several good leads regarding location and hope to have more information soon.

Coval said that she will touch base with Weise regarding a possible fundraiser this summer at an historic ranch near Hartsel.

Sullivan suggested creating a budget with fundraising goals for each event. Walton agreed and said that the objective of both of these is to raise unrestricted funds.

e. Membership
   Tucker said that membership information is now on the website under the heading "get involved." CH's goal is to make people feel invested and involved. CH will promote and evaluate the membership program over the next several months.
f. Other
   There was no other business.

7. Nominating and Governance Committee (Alpha)
   a. Board prospects
      Alpha said that the Board is currently in need of two members, and could have up to nine Board positions to fill next year. She said that the Board membership priorities are: trustees of major foundations, geographic diversity and cultural diversity. Coval asked the Board to send in names even if they don't meet the current priorities, so we can continue to build a resource file.
   b. Officer nomination process
      Alpha passed out an officer nomination form and asked Board members to write down their recommendations during the meeting and return it that day.
   c. Conflict of Interest policy approval
      Coval reminded the Board that the Conflict of Interest policy had been discussed at the last Board meeting and that the last revision is on page two in bold lettering.

Motion by Alpha on behalf of the Nominating Committee to approve the updated Conflict of Interest policy.
Vote: Unanimously approved.

   d. Other
      Alpha announced that Conrad has agreed to join the Nominating Committee in addition to serving on the Program Committee.

8. Finance and Infrastructure Committee (Sullivan)
   a. Presentation of audit (Guest: Jim Davis)
      Davis reported that the opinion rendered on page one is unqualified in all respects, that there were no disagreements in estimates or the application of accounting principles. No significant adjustments have been made. Davis said that there are no material weaknesses or major issues of non-compliance. He will draft the 990 next week. Coval

will have the Finance Committee review it before it is filed on June 15. Wei thanked Davis for his fine work.

Motion by Sullivan on behalf of the Finance Committee to accept the audit report.
Vote: Unanimously approved.

b. FY2012 financial status report
Sullivan said that CH expenses are on track and that it is likely that we will meet our budget.
c. Investment report
Sullivan reported that CH investments earned 10% over the last year. He recently met with our Schwab representative who recommended that CH diversify some funds. He suggested that we move a small amount into an international fund, and the Finance Committee agreed.
d. Other
There was no other business.

9. Lunch (Guest speaker: Maria Melendez, Writers in the Schools teacher and Authors in Community presenter.)
Melendez did an interactive WITS presentation for the Board.

10. Program Policy and Evaluation Committee (Edgerton)
   a. Program status report (Jones)
      - Edgerton announced that Curtis decided to join the Program Committee.
      - Edgerton said that Fries has been helping CH to re-think the grant process so that we can institute a more efficient one once the program is reinstated.
      - CH hopes to have more author events with Colorado Book Awards winners this year. He asked the Board to contact their local library to help set up readings with local authors and help make CH more visible.
      - Documentary filmmaker Jim Havey has asked CH to be a sponsor for his next project. The Program and Finance Committees have asked Coval to get more information before she commits to the project. Coval said that CH participation would include managing the financial aspects of the project.
      - Greeley is having an event later in the week featuring 150 Young Chautauquans. Edgerton invited the Board to attend.
      - High Plains Chautauqua will be August 7-11 and this year's theme is "Courage and Conviction in America."
      - Student Literary Awards will be held May 10 at the Denver Public Library. The Board is encouraged to attend.

- Voices of the Valley will be the first week of August. Fries said that the Committee is currently finalizing the presenters.
- Two Rivers Chautauqua is in the planning stage. The theme will be "Inventive Minds" and the program will be September 14 and 15.

b. FY2013 program plan
Jones walked the Board through the thinking going into development of the FY2013 program plan. Jones said that the FY2013 program plan is in draft form and that she pulled forward items that have not yet been accomplished from the previous self-assessment. She pointed out:

- The Speakers Bureau and Chautauqua programs are not meeting our diversity goals.
- CH is about one year behind in our technology goals. Jones hopes to find a partner in a media department at a community college to help CH develop podcasts and other programming for the website.
- Black History Live was an amazing success in terms of packagability. The program brought in $9,000 from community colleges and schools and traveled to Rangely, Rifle, Pueblo and the metro area. Jones indicated that packaging has been effective in terms of reaching new communities.
- Young Chautauqua is one of the most challenged programs this year and has been hard hit by the loss of SCFD funding. Tolmachoff indicated that her school was only able to afford half of the number of coaching sessions of previous years, but that they were able to tap into professional development funds to train teachers to help prepare the students. She said that the experiment was very successful and that students responded well. Jones said that Fries helped CH bring YC to Pueblo and that Grand Junction added two elementary schools reaching 54 additional students.
- Two Rivers Chautauqua is hoping to add community partners and volunteers.
- Museum on Main Street's 2013 tour will include Aspen, the High Plains Cultural Center, and the Ute Cultural Center or the Animas Museum.
- The Colorado Books Awards had 165 entries and Christine Goff is doing an excellent job of connecting with community partners. 85 people attended the finalist reading in Denver earlier in the month. CH continues to look for additional corporate sponsors for the event.
- River of Words has more participants in Colorado than other states.
- Letters About Literature participants have been decreasing. Jones hopes that Goff will help CH with marketing and outreach. She also asked the Board to help us think of ways to bring the program to teachers.
- The Youth Ethics Series has been dormant. CH needs to decide how to package the program.
- Writers in the Schools is doing well thanks to a grant from the National Endowment for the Arts. Schools in Durango, Grand Junction, Pueblo and Denver participated this year. The program is on track to double in size next year.
- Authors in Community received an extension of the grant from NEA. CH will focus on community building in order to grow the program next year.
- Motheread/Fatheread will hold four three-day institutes in the fall. Kim Turner is now a full-time employee.

- Writing Bios will host a teacher seminar July 9-11, training teachers how to do research and write the books. CH and Denver Public Schools are planning on producing another 17 biographies, for a total of 30.

c. NEH Self-Assessment 101
Coval explained that the Self Assessment is a process to help us look at the value and effectiveness of our programs; an opportunity to look at the needs of the state regarding K-12 educators and current issues; and a time to review our governance, policies and practices. CH will receive a site visit from peer reviewers who may observe programs, meet with partners, and meet with staff and Board members.

Edgerton said the Self-Assessment is a big opportunity to help decide the direction of the organization for the next five years. He asked Board members to review the objectives of the previous Self-Assessment and begin thinking about what our objectives should be going forward. Suggestions included: maintaining a focus on increasing attendance by diverse audiences; focusing on pre-K education including at-risk youth; focusing part of our resources on deep learning in order to transform communities; building on-line communities and interest groups for our programs; and building support for CH through social media.

The Board agreed to continue the discussion at the June Board meeting. Edgerton asked the Board to email him additional suggestions.

c. Other
There was no other business.

11. Other business
Fries reminded the Board that Coval is featured in the latest edition of *Humanities* magazine.

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

The Board of Directors Minutes have been signed and approved on this 2nd day of July, 2012.

by: Margaret A. Coval

Margaret A. Coval

Executive Director, and Corporate Secretary