Colorado Humanities Board of Directors Meeting
September 28, 2013
Colorado Springs, Colorado
Minutes

Present: Barrows, Fries, Gifford, Griego, Martinez, Sullivan, Tolmachoff, Wei, Weise

Absent: Curtis, Edgerton, Hall, Hoesterey, Irish, Padilla, Ransick, Read, Walton

Staff: Coval, Jones, Tucker, Young

1. Welcome and introductions (Wei)
Wei welcomed the Board to Colorado Springs and thanked Weise for hosting the meeting at the Colorado Springs Conservatory. He introduced CH Administrative Assistant Rita Young. The Board welcomed her.

2. Review and approve changes to the agenda (Wei)
The Board reviewed the agenda for the September 28, 2013 Board meeting. No changes were made.

Motion to accept the agenda for the September 28, 2013 Board meeting was seconded.
Vote: Unanimously approved.

3. Approval of minutes of June 22, 2013 Board meeting
The Board reviewed the minutes of the June 22, 2013 Board meeting.

Motion to approve the minutes of the June 22, 2013 Board meeting was seconded.
Vote: Unanimously approved.

4. Chair's Report (Wei)
Wei recognized the following Board members for their participation:

- Hall for coordinating Young Chautauqua in Grand Junction, for providing information for grant reports and requests, and for her work with Two Rivers Chautauqua, including agreeing to serve as the co-chair in 2014.
- Edgerton for his work with High Plains Chautauqua including, organizing the sponsor reception, emceeing several of the evening events, helping with set-up, and writing thank you notes to HPC donors.
- Fries for attending planning meetings for Voices of the Valley Chautauqua.
- Tolmachoff for setting up a meeting with State Representative Peniston, and for accompanying Wei and Coval to a meeting with State Senator Steadman.

a. Encyclopedia project
Wei said that the Encyclopedia project is moving forward with Jones as the Managing Editor. The six Section Editors have already met twice. Wei's goal is to have sections ready for Spring 2014.

b. State Funding
Wei said that he, Coval and Tolmachoff met with State Senator Steadman to discuss the possibility of pursuing state funding for the Encyclopedia. Steadman was very impressed with Colorado Humanities and our work, but indicated that the State Constitution prohibits state funding of non-government entities. He said that funding is still a possibility, but that CH would have to work with an existing state agency. Wei said that he and Coval met with History Colorado leaders to see if they would be willing to help us secure state funding, but that it doesn't appear that this avenue will work out. He and Coval will meet Al White and Laura Grey from the Office of Tourism to see if that might be an appropriate agency. They also plan to pursue a State Historical Fund grant. Wei said that they are seeking $100,000 in funding. Sullivan said that he has several contacts within state agencies and suggested that CH ask for $250,000 to make up for the loss of NEH funds. Barrows suggested contacting the Colorado Department of Education.

c. Other
Wei announced the resignations of Hoesterey, King, Padilla and Ransick from the Board. All were due to family or job related matters, and all four expressed continued support for Colorado Humanities and our work. Wei asked for assistance in identifying potential Board members, and asked that suggestions be sent to Tolmachoff and Coval.

Wei also notified the Board that the Executive Committee approved the revised Employment Guidelines that were discussed at the June Board meeting. He expressed appreciation to attorney and former Board member Kato Crews for his help with the document.

5. Executive Director's Report (Coval)
Coval thanked Wei for his work on the Encyclopedia, and for meeting with Representative Peniston, Senator Steadman and the leadership of History Colorado to explore state funding for the project.

a. NEH funding
Coval reminded the Board that the new fiscal year begins on November 1, and said that there is not yet a federal budget. She said it is possible that there will be a continuing resolution at the sequester level. It is likely we will be drawing funds from an unknown total until there is a budget. She said that the Senate has accepted the President's budget recommendation, but that the House is calling for significant cuts to NEH. CH will be participating in "Taking Action" advocacy week and will continue to communicate with our Representatives and Senators. Fries commended CH and the Federation for their advocacy efforts.

b. National conference
The national conference will be Birmingham, Alabama in mid-November and will focus on the Civil Rights Movement. The early registration deadline is October 1. Coval said that NEH has a travel stipend for new Board members.

c. Other
No other business was discussed.

6. Program Policy and Evaluation Committee (Jones)
   a. Program status report
      - Charles Pace will be touring as Malcolm X for the 2014 Black History Live tour.
      - Brenner has received a grant from NEH to host a film discussion group for Civil Rights.
      - Fred Blanco will be touring as Cesar Chavez for Hispanic Heritage Live in early October. He will visit Mountain Range High School, Arapahoe Community College and will appear at the Voices of the Valley Chautauqua in Pueblo.
      - Due to a decrease in funding, Young Chautauqua will emphasize increased teacher participation and will focus on training teachers to oversee the program.
      - Jane Adams has stepped down as Director of High Plains Chautauqua, but will continue to serve as the volunteer Program Chair. Gina Huett will be the program coordinator for High Plains, Two Rivers and Voices of the Valley chautauquas. Final numbers from the 2013 HPC are expected soon.
      - Two Rivers Chautauqua was held in Grand Junction in September. The event saw a decrease in attendance for the second year in a row. The planning committee will discuss whether the focus on a Colorado theme/characters is contributing to the lower numbers.
      - Voices of the Valley will be the first weekend in October in conjunction with All Pueblo Reads. This is the first year it will be held in October and all events will be held in the daytime. CH is hoping for an increase in attendance.
      - The Museum on Main Street tour has been extended due to the recent flooding in Sterling. The Overland Trail Museum will host the exhibit when the museum reopens in the Spring.
      - Colorado Book Awards will undergo some staffing changes. Chris Goff is leaving in order to give more attention to her writing career. Marnie Lansdown will take over River of Words and Letters About Literature, and new staff member Reem Abu-Baker will oversee the Colorado Book Awards. Sullivan said he would like to help ensure the continued support of the Book Awards from Vectra Bank.
      - River of Words will focus on water festivals. Fries, Martinez, Sullivan and Weise all had suggestions about potential water district contacts.
      - Lansdown is developing a list of teachers to contact regarding Letters About Literature.
      - Writers in the Schools is undergoing a transition period due to a loss of funding from the National Endowment for the Arts. Hernandez will be meeting with teachers this fall to discuss teaching teachers to run the program. He will also be seeking cost-share partners for the program. CH will focus on how WITS helps students to meet core standards, and will also begin training teachers to teach rhetoric.
      - Authors in Community will become part of the Speakers Bureau.
      - Motheread/Fatheread has been re-visioned for the second year of the Social Innovation Fund grant. CH will provide fewer trainings, and will focus on coaching and evaluation.
      - Writing Bios will launch the second set of biographies at History Colorado on October 25.
      - Ludlow Centennial will incorporate some scholars from the CH Speakers Bureau.

- Wei has been doing amazing work as a volunteer for the Colorado Encyclopedia
- Women's History Live will be added in 2014
- CH is serving as the fiscal agent for Jim Havey's water film. The film has a $350,000 budget, and CH will receive $25,000 for managing the funds, identifying resource people and assisting with fundraising. The film will premiere in March 2015, and CH will facilitate community engagement through the Speakers Bureau and will also help to distribute DVDs of the film to libraries and schools.
- Colorado Voice Preserve is in the research and development phase.
- CH is currently brainstorming events to celebrate our 40th anniversary.

b. Changes to Program Plan

Jones said that the revision of the budget has necessitated a revision to the Program Plan. The Board discussed the revisions.

Motion by Fries on behalf of the Program Committee to accept the revised 2014 Program Plan.
Vote: Unanimously approved.

7. Finance and Infrastructure Committee (Sullivan)

Sullivan said that he remains optimistic as the economy continues to show signs of improvement.

a. Dissolution of the Ferril House LLC

Coval explained the process to dissolve the Ferril House LLC and referred Board members to final accounting since the sale of the property.

Motion by Sullivan on behalf of the Finance Committee to dissolve the Ferril House LLC.
Vote: Unanimously approved.

b. Investment report

Sullivan recommends sticking with a moderate/conservative investment strategy. He said the current fund has seen a 6% annual increase.

c. Endowment policy

Gifford distributed and reviewed a proposed spending policy for the CH Endowment Fund. She explained, the objective of a spending rule is to establish a spending rate which: 1) will result in a stable funding amount from year to year; 2) can be maintained over the long term; and, 3) will preserve the real value of the endowment over the long term. To achieve these objectives, the Committee recommends Colorado Humanities adopt a total return spending rule. Total return spending allows spending budgets to be funded from interest and dividends, realized gains, and unrealized appreciation.

The proposed policy is that Colorado Humanities will spend up to 4% of the Endowment Fund value, (the "Spending Amount"), annually. The Spending Amount shall be based on the average fair market value of the endowment fund over the preceding 12 quarters, measured as of the final day of each quarter. Until the Endowment Fund has 12 quarters of investing experience, the Spending Amount shall be based on the average fair market value of the Fund over the life of the Fund. The Spending Amount shall be applied in the succeeding fiscal year after determining the Spending Amount. At no time will the corpus be invaded.

Motion by Sullivan on behalf of the Finance Committee to accept the spending rule proposal for Endowment Fund.
Vote: Unanimously approved.

d. Presentation of FY2014 budget
Sullivan said that Motheread and the Encyclopedia projects have been very successful at bringing in funds, but that CH may end the year $53,000 in the negative. He said that CH will face significant challenges in the year to come, and that the Board will need to be more active with fundraising in the future. Sullivan said that the Committee has tried to set very realistic goals regarding fundraising for unrestricted funds.

Motion by Sullivan on behalf of the Finance Committee to accept the FY2014 budget.
Vote: Unanimously approved.

e. Other
No other business was discussed.

Lunch Guests: Camila Alire from the National Humanities Council, Matt Mayberry from the Pioneers Museum, Donna Nelson from the City of Colorado Springs, and Sue Fenske from Pikes Peak Community College.

8. Development and External Affairs Committee (Barrows)
   a. FY2013 fundraising status report
   Barrows said that one of the traditional sources of funding is corporate contributions, often facilitated by Board members who work for businesses or connections to public business provided by Board members. It was suggested that Board members host dinners to introduce potential funders to CH.
   Barrows asked the Board for input regarding hiring a professional fundraiser. Weise said that in her experience, hiring fundraisers was a waste of money unless they were totally immersed in the organization and its mission. She suggested inviting young professionals to events, and to make a concerted effort to focus on fundraising when considering new Board members. Barrows said the Development Committee will be setting more frequent benchmarks at their monthly meetings. He also requested increased participation from Board members as ambassadors of CH. It was suggested that CH hire a professional public relations person. Martinez suggested that CH create a public relations formula and follow through aggressively regarding how individual donations will help our programs. Barrows said that the Development Committee could use more members, more enthusiasm and requested that the next series of meetings be attended in person. Coval asked the Board to review the Fundraising Strategic Plan. Coval said that CH has raised $538,826 of the $619,000 goal. She commented that the increased fundraising and marketing goals could benefit from increased staffing in those areas.

b. MHUW SIF Grant update
   Coval said that CH has raised $100,000 of the $208,978 goal for matching the year 2 SIF grant for Motheread.
c. Fundraising publications plan (Tucker)
   Tucker has been working on several publications to serve as reference documents for Board members, including an elevator speech, a strategic plan draft, and draft language for Colorado Gives Day which will be on December 10. She asked Board members to help write personalized thank you notes to donors and Sullivan and Tolmachoff volunteered.
d. Fundraising strategic plan and fundraising goals
   Coval introduced a new format for the fundraising plan, which includes places to insert new sources, timelines and responsibilities. The Board reviewed the document and agreed it would be useful for ongoing development work.

9. Where does the money go? Making our case for support (Barrows)
The Board discussed refining our message so that communities know who we are and understand the value of our organization. Barrows requested an all-Board development meeting on October 25. The Board agreed to meet at the Denver Public Library prior to the Writing Bios Launch Party to brainstorm on fundraising.

10. Approval of FY2014 budget and fundraising goals

Motion by Barrows on behalf of the Development Committee to accept the FY2014 fundraising goals.
Vote: Unanimously approved.

11. Nominating and Governance Committee (Tolmachoff)
   a. Approval of 2013-2014 nominating priorities
   Tolmachoff said that the Nominating Committee recommends that CH focus on recruiting people to the Board who <u>have a fundraising background</u> and <u>who are passionate about the humanities.</u> There was a general agreement.

Motion by Tolmachoff on behalf of the Nominating Committee to accept the 2013-2014 Nominating Priorities.
Vote: Unanimously approved.

12. Summit Task Force report and discussion
Fries informed the Board that a task force has been formed to discuss the 40th anniversary of Colorado Humanities. They are considering hosting a conference or summit with the theme "The State of the Humanities." Possible dates for the event are September 9 or October 4, 2014. The committee is considering hiring an event coordinator. Fries asked Board members to send her contact information for potential steering committee members from communities across the state.

13. Adjourn
The meeting was adjourned.

The Board of Directors Minutes have been signed and approved on this 24th day of January, 2013.

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