Colorado Humanities Board of Directors Meeting
March 2, 2019
Holland and Hart, LLP, Denver

Meeting overview and materials

Actions taken

- Approval of the agenda (page 1)
- Approval of the December 8, 2018 Board meeting minutes (page 1)
- Approval of the February 12, 2019 Board meeting minutes (page 1)
- Election of Kim Keith (page 4)

Assignments/Directives

☐ Review Program Committee documents and offer feedback (page 2)	Board
☐ Create a Venn diagram showing programs and major objectives (page 2)	Cordova & Staff
☐ Create a video to promote Motheread to funders (page 3)	Cordova & Staff
☐ Appoint Officer Nomination Committee members (page 4)	Dahlin
☐ Complete and return Officer Nomination forms by March 31 (page 4)	Board
☐ Submit officer slate by May 22 (page 4)	Officer Nomination Committee
☐ Submit board pledge (page 5)	Board
☐ Review and update gift policy (page 5)	Development Committee & Staff

Next meeting

TBD Trinidad

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Present: Dahlin, Ballantine (by phone), Bentz, Best, Cordova, Garcia, Holden, Hurley (by phone), Koehler, Lee, Miller (by phone), Nelson, Philpott, Tate
Absent: Mason, Meyer
Staff: Coval, Albright, Jones, Tucker

1. **Welcome and ice breaker** (Dahlin)
   Dahlin welcomed the Board and asked those present to share what knowledge or skill in which they would like to be an instant expert.

2. **Approval of agenda** (Dahlin)
   Coval noted that the board needed to approve minutes from two prior board meetings, and the agenda should be adjusted accordingly.

   Motion by Koehler to approve the agenda.
   Seconded by Nelson
   Vote: Unanimously approved

3. **Approval of minutes of the December 8, 2018 and the February 12, 2019 Board meetings** (Dahlin)

   Motion by Koehler to approve the minutes of the December 8, 2018 Board meeting.
   Seconded by Lee
   Vote: Unanimously approved

   Motion by Koehler to approve the minutes of the February 12, 2019 Board meeting.
   Seconded by Lee
   Vote: Unanimously approved

4. **Chair's report** (Dahlin)
   a. Board members' recent activities
      Dahlin thanked individual members for their recent activities:
      - Hurley for attending a Motheread/Fatheread training in Colorado Springs
      - Koehler for attending Black History Live in Pueblo
      - Cordova and Koehler for completing the board orientation
      - Mason for meeting with Jones and Coval to discuss evaluating programs
      - Ballantine for facilitating a bank line of credit
      - Lee for attending a planned giving seminar with Tucker
      - Tate who, with Jones, met with a Latina leader to explore partnerships, for hosting D.I.N.E., and for interviewing a board prospect
      - Bentz for attending D.I.N.E. and for bringing a guest
      - Miller for purchasing D.I.N.E. tickets so others could attend
      - All board members for attending the emergency board meeting

b. Determine/confirm June and September board meeting locations
After discussion, the Board decided that the June 1st board meeting will be held in Trinidad, and confirmed that Ballantine and Mason will host the September 21st board meeting in Durango. Holden volunteered space at his office as a backup for the June meeting if there is any difficulty in securing a venue.

5. **Executive Director's report** (Coval)
Coval thanked the Board for participating in the emergency board meeting. She thanked Dahlin for her part in obtaining approval for the line of credit, for attending committee meetings, and for sending thank-you letters to board alumni who have made donations. She thanked Tate in advance for participating in Humanities on the Hill.

a. NEH funding update
Coval reported that $156,000 of NEH funds (as a result of the most recent continuing resolution) was advanced on February 4th, and nothing has been borrowed from the $60,000 Schwab cash fund or from the line of credit at VectraBank.

Congress passed the Omnibus Bill that included NEH funding and it was approved by the President. NEH will receive $155 million for 2019, with $48 million of that going toward the Federal/State Partnership, which is $700,000 less than was negotiated through committees. The difference was due to increasing funds in the Challenge Grant line. Coval said the amount of CH's FY2019 grant award should be determined this week.

Coval said the humanities community's request for FY2020 is $167.5 million, $53 million of which is for the state humanities councils. The amount of the request was increased with input from the Chair of the House Appropriations Committee.

b. Other
Coval passed a sample Humanities on the Hill packet for Board review. She reminded the board that the 2019 National Humanities Conference is November 7-10 in Honolulu.

6. **Program Policy and Evaluation Committee** (Miller)
Miller said the Committee is working to revise Program Committee documents so that information can be presented to the board in a user-friendly format. He asked board members to consider several documents and offer feedback on their content and format.

a. Viewing programs by Major Objectives (Jones)
Jones reported that the Committee determined which 2019-2023 major objectives are primary for each program and which are secondary. She clarified that for those programs that will incorporate 'new tech' the term means "new to CH." Cordova suggested adding a Venn diagram to the document to show areas that are lacking. He offered to create one. Coval said that knowing which programs are expected to fulfill each major objective helps create a narrative of CH's work.

b. 2019-2023 program development timeline
Jones discussed the program development timeline and clarified that in this context 'development' means design, planning, fundraising and finding partners. She explained that red without corresponding yellow and green means that there is no current capacity beyond seeking funding and collaborators. Nelson said that those programs are the ones with the highest level of uncertainty, and that in its current form, the document does not answer the cash-flow question. He said the Development Committee needs to know the order of priority for fundraising. Jones said more information, or an individual program's status report can be provided to any board member who asks.

c. Measuring success achieving Major Objectives
Jones said viewing programs by the major objectives they fulfill is preliminary to determining a program's success or failure. She said NEH will require a report after one year of implementation of the new five-year program plan. Miller thanked Mason for her help with developing an approach to meaningful evaluation.

d. Program status report (and review of document)
Jones explained the format of the Program Status Report, pointing out new layout changes. She reviewed the current status of programs. Of note:

- As some Colorado Center for the Book programs transition to online resources, focused marketing will be needed to promote engagement.
- Colorado Book Awards finalist author readings begin in April.
- A short-list of nominees for Colorado Poet Laureate will be forwarded to the Governor's office for selection. The new Poet Laureate will serve a five year term. Jones noted that we collaborate with Colorado Creative Industries.
- MFC Coordinator Debbie Butkus completed a Colorado Springs Teacheread for school administrators. Each administrator will train her staff of lower-level teaching aides. Each aide will influence twenty children or more each year. There was some discussion about funding. Cordova will create a video to promote MFC to funders.
- 20 Veterans Writing events were held in February, and will continue through March 31st. There are plans to work with a new partner to implement in Colorado Springs. Staff are facilitating conversations until additional funds are raised.
- The deposit for Museum on Mainstreet has been paid, criteria for sites will be developed, and outreach to find sites will begin. Conversations will be built on community feedback from those who visit the exhibit.
- Durango Living History is expanding to become a history week. Collaborators include Fort Lewis College, the local county museum, and the local library. Each organization is contributing to promotional efforts with a poster and a flyer.
- 100 people attended Black History Live (BHL) at Bemis Library, up from 33 last year. BHL has been receiving excellent coverage in local news and on social media.

e. Marketing effects and outcomes
Jones showed a tv clip from 9 News' Colorado and Company where Miller and Program Coordinator Betty Jo Brenner talked about BHL. Jones said that marketing for all 16 BHL events was robust. Holden helped CH with its social media approach.

Jones shared the following marketing analytics from the previous 90 days: 1.5 million readers of CH's print marketing, 11,500 of the year's 21,000 Facebook visitors, and a 75% increase in event response. She also shared Google analytics demonstrating increased traffic to the CH website.

Coval said the MOUs sent to program partners now detail step by step marketing agreements, and stressed that having board and staff present at events reinforces CH visibility and name recognition.

Holden will lead a social media training for staff on March 19th.

7. **Nominating and Governance Committee** (Tate)
   a. Election of board member
   Tate presented information on board candidate Kim Keith, Executive Director of Steamboat Springs Arts Council, noting that CH currently has no programs in Steamboat, but there are many possible connections to be made there.

      Motion by Tate on behalf of the Nominating Committee to elect Kim Keith to a four-year term to begin immediately.
      Vote: Unanimously approved

   b. Report on board prospects
   Tate said the Committee's current focus is on finding board prospects that meet CH's need for geographical representation in Alamosa, Grand Junction, and from the Eastern Plains. The Committee is following up on recommendations from Meyer, Bentz, and Candace Payne, Executive Director of the East Central Council of Governments.

   c. Process for officer nominations/officer nomination committee (Dahlin)
   Dahlin explained that an Officer Nomination Committee will collect nominations, talk with nominees and develop a slate for election in June. Dahlin encouraged all to submit nominations and to express their own interest in serving. Nomination forms with a deadline of March 31st were distributed.

8. **Development and External Affairs Committee** (Nelson)
   a. Fundraising status report (Coval, Tucker)
   Tucker reminded the Board of CH's large unrestricted goal of $56,310 which is where the Committee is focusing their efforts. She said the amount generated from ticket sales and donations at February's D.I.N.E featuring Becky Stone as Maya Angelou was $1, 690. Entries are closed for Colorado Book Awards, so any additional funds will come from program sponsors and ticket sales for the celebration. Funds received for High Plains Chautauqua so far total $25,455.

   Nelson discussed the importance of board giving in relation to meeting the unrestricted goal. He reported that 53% of current board members have made their 2019 pledge, and of those who have made a pledge, 80% have paid a portion and 27% have paid in full. Best stressed the significance of being able to demonstrate 100% board participation when making grant requests. Tucker reminded the board that donating expenses from travel to meetings, and 'soft credit,' or facilitating donations from others, count toward board giving.

b. D.I.N.E. report (Tate)
Tate reported that the presentation at D.I.N.E. was very powerful - perhaps the best yet. Bentz, who also attended agreed, saying it was emotionally moving, educational, and inspiring. The Young Chautauquan featured portrayed Dian Fossey. Tate noted that Maggiano's offers a good venue space for events and encouraged the board to attend D.I.N.E. when there is opportunity.

c. Strategies to reach goal for unrestricted funds
Nelson talked about Committee efforts to develop a schedule of benefits for donors based on predetermined giving levels. He explained that the benefits will offer businesses additional value beyond simple philanthropy for their sponsorship, by providing advertising and delivering humanities programs, such as a facilitated discussion, or a D.I.N.E. event, to the company's employees or clients. The costs were listed on the document to show that the expense of benefit implementation does not negate the amount of the contribution. Nelson plans to present the document to both a small and large company for feedback. Discussion followed, and board response was positive.

d. Planned giving
Lee reported that she and Tucker had attended a local planned giving seminar, where they heard about good strategies for fundraising. She and Tucker determined, however, that concerted efforts to increase planned giving is not the most effective use of CH's development time. Planned giving is a fundraising tool best used where donors are passionately focused and have a longstanding relationship, as with universities, and is typically a bequest. Lee said there is a core group of CH donors with potential interest, such as board alumni and longstanding partners, that could be targeted in a smaller fundraising effort, and planned giving materials will be developed for this audience. Discussion followed. Best said that nationally the average planned gift is $5,000. Coval commented that CH does have planned giving policies, but they need to be reviewed.

9. Finance and Infrastructure Committee (Coval)

a. FY2018 year-end report (Coval)
Coval reported that, due in part to failure to meet some fundraising goals both in programs and unrestricted, CH will end FY2018 with a deficit of approximately $27,000. The year-end statement appears to show a balance of $96,000, however, $72,000 must roll into FY2019, as it is restricted for programs such as MFC, HPC and CBA.

Coval said overspending in programs amounted to less than $10,000, but was necessary to fulfill obligations when there was a shortfall in fundraising, or expenses went up. She reported increases in operational expenses, the largest being office common area maintenance and equipment purchases. Coval said that in the audit, and for reporting purposes, all assets will be considered, so the overall view of CH's financial health is good.

b. FY2019 financial status (Coval)
Coval reported that she has been holding expenses to help with cash flow. She said she will have more information after the March financial statement and the NEH grant award are received.

c. Investment and endowment fund report
Ballantine reported that he and Lee had a conversation with an account representative at Rose Community Foundation to explore moving CH reserve funds for better management. They learned that Rose's funds are structured as endowments, limiting access to the principal. CH needs access to all available reserve funds for cash flow needs. It was determined Rose would not be the best option for invested reserve funds.

Rose Community Foundation may, however, be a good place to transfer the endowment funds currently with Community First Foundation (CFF). Coval suggested reviewing CFF endowment fund documents to determine if CH can proceed with a transfer, and to continue the search for a new manager for the reserve funds. Ballantine hopes to report on a resolution for these accounts at the June board meeting.

d. Other
Coval reported that the audit will begin March 25th.

10. Other business

There was no other business.

Adjourned.

The Board of Directors Minutes have been signed and approved on this 4th day of June 2019.

by: Margaret A. Coval

Margaret A. Coval
Executive Director, Corporate Secretary
Colorado Humanities