

Colorado Humanities Board of Directors Meeting
June 1, 2019
GroundFloor Media, Denver

Meeting overview and materials

Board business (page 1) Agenda, Board Slate, Minutes
Chair's report (page 2) Proposed Board Meeting Dates, Committee Preferences
Executive Director's Report (page 2)
Nominating Committee (page 3) Officers Slate
Program Committee (page 4) Program Status Update, Timeline
Audit Committee (page 5) FY2018 Audit Draft 2
Finance Committee (page 7) March 31 Financial Statement
Development Committee (page 7) FY19 Fundraising Goals and Status, Sponsorship Benefits

Actions taken

- Approval of the agenda (page 1)
- Election of Claire Garcia and Robbin Schincke (page 1)
- Approval of the March 2, 2019 Board meeting minutes (page 1)
- Approval of the FY2020 board meeting dates (page 2)
- Election of officers and committee chairs (page 4)
- Acceptance of FY2018 audit (page 6)

Assignments/Directives

- | | |
|---|---------|
| ☐ Complete & return Committee Preference Form by June 15th (page 2) | Board |
| ☐ Consider attending the National Humanities Conference (page 3) | Board |
| ☐ Recommend potential board candidates (page 3) | Board |
| ☐ Help Jones identify program goals, if willing (page 5) | Board |
| ☐ Share social media marketing update document by email (page 5) | Holden |
| ☐ Assist in search for new investment advisor (page 7) | Koehler |
| ☐ Suggest fundraising strategies for unrestricted need (page 8) | Board |
| ☐ Attend to Board giving obligations, and additional Board challenges (pages 7, 8) | Board |
| ☐ Develop compelling stories for CH board for fundraising outreach (page 8) | Holden |

Next meeting

September 21, 2019
TBD, Durango

**Colorado Humanities Board of Directors Meeting
June 1, 2019
GroundFloor Media, Denver**

Present: Dahlin, Ballantine, Bentz, Best, Cordova, Garcia, Holden, Keith, Koehler, Lee, Mason, Miller, Philpott, Schincke, Tate

Absent: Hurley, Nelson

Staff: Coval, Albright, Jones, Tucker

1. Welcome (Dahlin)

Dahlin welcomed the Board.

2. Approval of agenda (Dahlin)

Motion by Koehler to approve the agenda.

Seconded by Lee

Vote: Unanimously approved

3. Board member elections (Tate)

Motion by Tate on behalf of the Nominating Committee to elect Claire Garcia to a two-year term to begin immediately, and to elect Robbin Schincke to a four-year term to begin immediately

Vote: Unanimously approved

Following the vote, Schincke joined the board meeting.

4. Ice breaker and introductions (Dahlin)

Dahlin asked the Board to each share about their favorite childhood game.

5. Approval of minutes of the March 2, 2019 Board meeting (Dahlin)

Motion by Koehler to approve the minutes of the March 2, 2019 Board meeting.

Seconded by Holden

Vote: Unanimously approved

6. Chair's report (Dahlin)

a. Board members' recent activities

Dahlin thanked individual members for their recent activities.

- Keith for completing her board orientation
- Lee for participating in meetings with Rose Foundation and the Anschutz Foundation, chairing the April Development Committee meeting and for coordinating a meeting with a financial advisor
- Lee and Cordova for attending CBA finalist readings
- Holden and Miller for attending and bringing guests to the CBA celebration

- Cordova and Holden for providing marketing support
- Holden for conducting a social media training for staff and for suggesting social media benefits for different corporate sponsor levels
- Hurley for participating in a meeting with the El Pomar Foundation
- Bentz for conducting a Facebook fundraiser
- Ballantine for meeting with financial advisor Jerry Glick and for participating in a meeting with the Director of the Anschutz Foundation
- Tate for participating in Humanities on the Hill in Washington DC and for attending the social media training
- Mason for organizational work on Durango Living History and help developing program evaluations

b. Proposed board meeting dates in 2020

Dahlin called for preliminary approval of 2020 board meeting dates March 7th, June 6th, September 12th, and December 5th.

Vote: Unanimously approved

Dahlin reminded the board that the remaining meetings in 2019 will be held September 21st in Durango, and December 7th in the Denver metro area.

c. Committee Preferences

The Committee Preferences form was distributed. Dahlin asked board members to indicate their first, second, and third choices, and return the form by the end of the meeting if possible, or by June 15th. Board members are welcome to serve on more than one Committee if they choose. The work of each Committee is roughly equal.

d. Other

As it was her final meeting as Board Chair, Dahlin shared how much she has enjoyed the position and that she is equally happy to pass the responsibility to a new Chair who she is happy to assist if needed.

7. Executive Director's report (Coval)

Coval thanked Dahlin for hosting the Board dinner the previous evening, participating in Keith's board orientation, meeting with new member Schincke, attending CBA finalist readings and award event, and for traveling to CH offices to sign CBA winners certificates.

a. Humanities on the Hill (Tate, Coval)

Tate reported that March 5 - 7 was the third time she has represented Colorado Humanities in Washington during Humanities on the Hill (HoH). She said it seemed those they met with were much more willing to pledge support than in previous years. Tate also said they seemed to be more relaxed when discussing the budget.

Coval said all offices were interested in veterans programs and Motherhead. She and Tate received several recommendations of resources for veterans programs. Representative

Lamborn's aide introduced them directly to his Chief of Staff for a longer conversation about veterans programs.

Coval said Congressman Ken Buck's aide was a former Young Chautauquan and they enjoyed talking with him. She encouraged the Board to consider participating in HoH in the future.

b. NEH funding update

Coval said the FY2020 request for NEH was \$167.5 million, with \$55 million allotted for state humanities councils, which was an increase of \$5 million for state councils, and \$12.5 million overall. The total was unchanged in the Interior Appropriations Bill, however \$53 million was designated for the state councils in order to allocate \$6 million to the Common Good initiative, which includes the U.S. Semiquincentennial in 2026, the advancement of civic education, and NEH's Standing Together initiative on military experience, veterans and families. Coval estimated receipt of \$30,000 - \$40,000 for CH.

c. Executive Directors' retreat

Coval stayed in Washington for the Executive Director's Retreat, which she said was very productive. More than forty Directors of state councils gathered, ten of whom were new to the position. Coval reported that the time was spent in experiential sessions for getting to know one another and discussing issues, and on topics that had been submitted by survey prior to the retreat.

Topics included partnering with other councils on programs, fundraising, strengthening networks, and new ways to reach communities. Coval found particularly valuable content on diversifying fundraising sources and on bridging divides, noting the comment "trust takes time."

The western directors will meet later in June and Coval expects co-operative programming to be a topic of conversation.

d. National Humanities Conference

Coval said the National Humanities Conference will be held at Hilton Hawaiian Village Waikiki Beach Resort November 7-10. The theme will be "Roots and Routes: Immigration, Migration and Exchange in the 21st Century." She said there is already a block of hotels rooms reserved. Dahlin said there is a small stipend available for new board members to attend. Mason, Holden, and Tate all recommended attending, saying it was a good place to hear about other programs, gain tactical information such as implementation of marketing, meet board and staff members from other states, and to be inspired.

e. Other

After the Finance and Infrastructure Committee report, and following the break for lunch, Coval recognized Dahlin for her service as Board Chair, and presented her with a gift bestowed with huge thanks from Colorado Humanities Board and staff.

8. Nominating and Governance Committee (Tate)

a. Board nominations report

Tate reported that there are currently 18 out of a possible 20 board members. Tate expressed hopes to find new members to represent Ft. Collins, Grand Junction, and Alamosa. Tate asked board members to recommend potential candidates.

She expressed pleasure to have recently elected members Keith and Schincke representing Steamboat Springs and the eastern plains, respectively, and that Garcia chose to serve a second term. Keith, who is the Director of Steamboat Creates (formerly the Steamboat Springs Arts Council), and Schincke who has taught college level humanities courses since 1992, and is the Director of Regional Outreach for Morgan Community College in Bennett, both expressed great interest in how the humanities and the creative sector overlap, and in serving rural areas.

b. Election of officers and committee chairs (Dahlin)

Dahlin explained that the Officer Nominating Committee is an ad hoc committee of board members who are not running for officer positions. The Committee is Best, Bentz and Dahlin. She reviewed the slate, and confirmed that all presented have agreed to serve.

Motion by Dahlin on behalf of the Officer Nominating Committee to approve the Officers Slate.

Vote: Unanimously approved

Nelson was contacted by telephone and Dahlin informed him that he was unanimously elected as Board Chair. Nelson said he was humbled at the trust the other board members had bestowed upon him and would endeavor to live up to the example that Dahlin has set.

9. Program Policy and Evaluation Committee (Miller)

Miller said he is relinquishing his position as Chair of the the Program Committee in order to focus on his book. He thanked the other Committee Chairs who have served.

a. Program status report (Jones)

Jones reviewed the program status report. Of note:

- Marnie Lansdown, former Program Coordinator for River of Words and Letters About Literature, will be converting those two programs to online resources. They should be on the CH website this summer.
- A good audience at the Colorado Book Awards on May 18th was due in part to a late press release and success with social media. The Denver Post listed the winners.
- The Colorado Sun's SunLit feature presenting a CBA finalist each month is garnering approximately 5,000 monthly views.
- CH managed entries (due January 1st) for a new state Poet Laureate in collaboration with Colorado Creative Industries and the Governor's office. An anonymous panel selected four finalists. The Governor will announce Joe Hutchison's successor in July.
- The Motherread/Fatheread Colorado impact study continues to receive recognition at state level leadership meetings. Hopefully one day the program will be recommended

for statewide implementation. Cordova and Holden will work to create a promotional message before meetings with the Governor and other leaders.

- There is more demand for Veterans Writing than can be fulfilled. Workshops in Colorado Springs utilizing a mental health care practitioner will begin in August.
- Museum on Main Street will be implemented September 12, 2020 - June 2021. The theme is Crossroads: Changes in Rural America.
- During its 20th anniversary in August, High Plains Chautauqua is experimenting with the addition of a deep conversation about natural resources development and the environment. Tom Cech will facilitate.
- Two Rivers Chautauqua in Grand Junction is presenting a 1960s theme, featuring portrayals of Walter Cronkite, Walt Disney, and Julia Child.
- A snowstorm and two funerals prevented good attendance at the first Democracy Labs in San Luis. Confronting deep, generations-old problems will require time and patience.

Mason spoke about the Southwest Colorado Humanities Roundtable she has organized with 19 individuals participating from 12 organizations. The network is coordinating a 30 day schedule of presentations around Durango Chautauqua, with 12 events. Each group has committed to contribute \$50 - \$100 for cooperative advertising. Colorado Humanities will be introduced to audiences at all events.

In addition to scholars portraying Nicola Tesla and Eleanor Roosevelt at Durango Chautauqua, Mason detailed some of the events scheduled. Ballantine noted that all organizations are sharing their calendars so there are no conflicts.

Mason shared hopes that the inter-agency cooperation will be adopted into the definition of each organization's mission, so the collaboration will be maintained even during transitions in leadership.

b. Program evaluation

Jones said Mason is helping to develop new methods of program evaluation. The primary basis for the evaluations will be determining what change each program is intended to affect. The measurement strategy is then built from the answer to that question. The next step in the process is to identify the goals of each program. Jones asked board members to contact her if they would like to help identify program goals.

c. 2019-2023 Timeline

Jones presented the revised timeline, pointing out adjustments to show continuation of resources and the elimination of confusing color changes.

d. Marketing update

Holden shared a Word document onscreen summarizing Facebook event data. He reported increases across platforms. He said Black History Live reaches fewer people in rural communities, but noted that the Facebook response is proportionally higher. He explained that average "reactions" means likes, comments, and reposts. He said the

conscious effort to focus on social media has proved beneficial. Holden said he would share the document by email.

10. Audit Committee (Ballantine)

Ballantine reminded the Board that FY2018 ended October 31st, and the audit about to be presented covers the twelve months prior. Ballantine said that auditor Jim Davis of Davis & CO CPAs, P.C. previously reviewed the audit with the Finance Committee, and it will require approval of the board.

a. Presentation of FY2018 audit (Jim Davis)

Davis presented a summary of key points from the FY2018 audit. There was a drop in revenue of 8.5% from the previous year, due primarily to the end of foundation grants for Motherhead/Fatheread Colorado (MFC). He said it was no cause for alarm, and is partially offset by a decrease of ~5% in contract and professional services, also primarily due to the end of the cost and labor intensive MFC SIF evaluation. These changes impacted a change in net assets of -\$23,238.

Unrestricted funds suffered a decrease for a year-end total of \$247,676, with considerable liquidity and no debt. Temporarily restricted funds were \$175,351 which, Davis said, increased primarily as a result of grants and donations for FY2019 programming and foundation grants held over from MFC. About \$128,000 has been allocated to FY2019, which, when added to the unrestricted year-end total, provides approximately 4.5 months of operating expenses.

Davis shared key footnotes. He said 1d (page 7) is important as it explains what qualifies as in-kind donations as well as CH's advanced organization and tracking - the best in his experience, said Davis. There were \$443,399 in qualifying in-kind donations reported. Another \$127,256, in gifts such as promotions and venue space, had been tracked but do not qualify. Davis commended Coval, Director of Operations Brynda Shingles, and staff for their efficiency and careful tracking.

Davis said the concentration of revenues received from NEH (page 8) was 52%. Fifteen years ago it was over 60%. He said the organization has done well in reducing its dependence on government funds.

Davis detailed two big changes coming. An accounting standards update (ASU 2016-14) will go into effect in FY2019. Within the new standard, the key estimate of not-for-profit organizations will be the allocation of expenses between program services, general administrative costs, and fundraising. It will be more subject to quantitative analysis/cost accounting than is has been previously. More disclosures surrounding liquidity may also be required. Davis said because detailed record-keeping practices are already in place CH should be in a good position to be in compliance.

As is required for any organization that receives more than \$750,000 from the government, Davis said he would made a special report to the Federal Audit Clearing House stating that there are no material weaknesses in internal controls, major non-

compliance with NEH grant terms, or any questioned costs. This is referred to as an unmodified report. He will also report on the basic financial statements, which is also unmodified.

Davis said the percentage of funds received spent on general administrative expenses for the rest of the industry is between 15%- 20%. CH is at 18% which is in line. A 2% increase from the previous year can be attributed to the Blue Sky initiative.

Ballantine asked Davis if he received full cooperation and candor from staff. Davis replied in the affirmative, saying he had no disagreement with the accounting practices in place.

Motion by Philpott to accept the FY2018 Audit.

Seconded by Lee

Vote: Unanimously approved

11. Finance and Infrastructure Committee (Ballantine)

a. FY2019 Financial status report

Coval explained to new board members that the financial reports are prepared by an external accountant. She directed the board to the resources section at the bottom of page 7, which shows how NEH funding comes as a three-year grant, a portion of which is disbursed annually. 2019 is year one of a new three-year grant.

Page 8 shows combined revenue and expenses, including fundraising and program costs. Coval noted operational costs on page 10, saying CH is approximately 42% of the way through FY2019, and has spent a similar percentage of the budgeted funds. In order to keep expenses in line, Coval reported that she has postponed hiring for new part-time staff positions.

b. Investment and endowment fund report

Ballantine reported that funds of ~\$320,000 invested with Schwab and ~\$40,000 in an endowment at Community First Foundation are not receiving careful attention by investment/fund managers. Lee reported that she facilitated a meeting with investment advisor Jerry Glick, who has offered suggestions of four other institutions that may provide better service. Koehler offered to review the list, perhaps make recommendations, and help with requests for proposals.

12. Development and External Affairs Committee (Lee)

a. Fundraising status report (Coval, Tucker)

Tucker reported that the fundraising goal of \$20,000 from individuals has been surpassed. Including mail-in responses to appeals letters, and board pledges/donations, \$21,644 has been received. She noted that foundations will not donate unless an organization has 100% board participation.

Tucker said giving for CBA has increased. \$2,000 was received from Colorado Creative Industries for Poet Laureate. Young Chautauqua and Durango Living History are doing

well, and a recent large donation for Durango is not yet listed on the document. Arts in Society has provided a second grant for Veterans Writing. There is a proposal pending with Buell Foundation for Motherhead/Fatheread Colorado. CH's proposal asked for \$50,000 but Tucker and Coval were advised to increase the request by an additional \$15,000 which CH would be required to match. A decision is expected in December.

Coval reported good meetings with Rose Community Foundation and Caring for Colorado. She said both are in the midst of strategic planning and she thinks CH will be aligned with the resulting guidelines and priorities, however neither are currently in a position to consider grants.

Tucker, Coval, Jones and Hurley visited with El Pomar representative Terrance McWilliams regarding \$30,000 to support veterans programs in Colorado Springs. Coval reported that McWilliams was very supportive and continued to offer advice.

Coval, Tucker and Ballantine had met with Ted Harms at Anschutz Foundation the previous day. Ballantine stressed the importance of having a face-to-face conversations with potential funders in order to gauge their interest. He said Anschutz is interested in Denver only, and in ongoing programs rather than single or short series of events. Tucker added that Anschutz is interested in mental health, and prefers to fund programs that partner with those they already fund.

b. Unrestricted fundraising strategies

Tucker said the Development Committee would like the whole board to contribute suggestions for strategies for raising unrestricted funds. She shared the sponsorship documents, explaining that the black and white pages provide additional information for the Board in case a prospect wants to know the value of a benefit. Holden had helped staff determine social media benefits, and set appropriate values for businesses to be recognized.

Keith said the Colorado Gives Day contribution seems low. She shared about the targeted, multi-channel approach utilized by Steamboat Creates, stressing the use of compelling content and starting early in November. Coval said that it was decided to concentrate efforts elsewhere for the past few years. However, staff revisit it every year.

c. Board challenges and goals revisited

Lee reminded the board of the individual board obligation, which is \$750/year with a minimum \$100 out of pocket, to be given by fiscal year-end, which is October 31st. She suggested thinking about the amount in monthly increments or amounts that could be met by smaller personal fundraising events such as a dinner party. If desired, Tucker can send invoices to those who would like to send funds in installments.

Five board members have fulfilled their minimum cash obligations, for a total of \$16,019. The total collected from all board members at this point is \$19,016. 12 board members have not fulfilled their minimum giving obligation. Of those 12, 10 have fulfilled less than half the give/get amount, and 6 have given \$100 or less. Excluding the two newly

elected members, Lee said the amount due from the remaining 12 board members is a minimum of \$6,380.

Lee reviewed additional challenges made to board members to arrange the introduction of a key person at a company or foundation to CH development staff, to attend a CH program and bring a guest, and as a whole to make a total of \$25,000 in in-kind donations. She reported that 9 board members had participated in fundraising, 2 had written to board alumni, 1 hosted a birthday fundraising campaign on Facebook, 9 attended programs and 4 brought 5 guests.

Discussion followed about Board-organized small fundraising events. Lee invited board members to call her for help with ideas. Holden said fundraising appeals are helped by stories about why you care about the humanities, or about the positive effect of humanities programs in your community. Garcia asked for help with a compelling and relevant story that will resonate with her network. Holden said that is something he and the Marketing Committee will work on.

13. Other business

There was no other business.

Adjourned.

The Board of Directors Minutes have been approved by the Board, and signed on this 4th day of October, 2019.

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