Colorado Humanities Board of Directors Meeting
September 21, 2019
Durango Public Library

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Actions taken
• Approval of the agenda (page 1)
• Approval of the June 1, 2019 Board meeting minutes (page 1)
• Approval of the 2020 Board Meeting Calendar (page 2)
• Approval of the FY2020 Program Plan (page 5)
• Approval of the FY2020 Fundraising Goals (page 7)
• Approval of the FY2020 Budget (page 8)

Assignments/Directives
☐ NEH site visit suggestions follow-up (page 3) Nom. & Prog. Committees, Nelson, staff
☐ Develop RFP style appeal for LHL/Poet Laureate (page 5) Jones
☐ Solidify plan for Poet Laureate videos (page 5) Cordova, Holden & Jones
☐ Meet FY19 pledges by Oct. 31 & make FY20 pledges (page 6) All Board
☐ Create/email list of potential Board fundraising events (page 6) Development Committee
☐ Provide names of potential donor contacts, facilitate meetings (page 7) All Board
☐ Decide investment advisor issue (page 8) Finance Committee
☐ Distribute Nominating Committee documents to Board (page 8) Tate

Next meeting
December 7, 2019
Holland and Hart, LLP
555 17th St. #3200, Denver

Board of Directors Meeting 09/21/19 ta
Colorado Humanities Board of Directors Meeting  
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Durango Public Library

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

1. Welcome (Nelson)  
Nelson welcomed the Board after a greeting from Durango Public Library Assistant Director Colleen Galvin.

2. Approval of agenda (Nelson)  
Motion by Dahlin to approve the agenda.  
Seconded by Miller  
Vote: Unanimously approved

3. Ice breaker (Nelson)  
Nelson asked the Board to share about a book or movie they revisit again and again.

4. Approval of minutes of the June 1, 2019 Board meeting (Nelson)  
Motion by Tate to approve the minutes of the June 1, 2019 Board meeting.  
Seconded by Dahlin  
Vote: Unanimously approved

5. Chair’s report (Nelson)  
a. Board members’ recent activities  
Nelson thanked individual members for their recent activities.  
• Mason and Ballantine helped plan and are hosting the Durango board meeting  
• Miller planned and emceed the BBQ fundraiser and Keith, Dahlin, Tate, and Lee attended and brought guests  
• Keith and Cordova attended the Governor’s poet laureate announcement and luncheon  
• Keith helped with outreach to Museum on Main Street sites  
• Miller and Philpott met to transfer Program Committee leadership  
• Holden facilitated a grant from Get Grounded Foundation  
• Mason and Ballantine continued meetings of the Southwest Humanities Roundtable, and planning the History Live programs going on throughout September  
• Mason reviewed preliminary CH program evaluation goals  
• Best emceed one night of High Plains Chautauqua, attended every night, and promoted and collected contributions there. He also met with Coval to help plan the community meeting to discuss the future of HPC  
• Dahlin attended High Plains Chautauqua  
• Schincke attended her board orientation
b. Confirm board meeting calendar
The Board discussed setting 2020 meeting dates on March 7th, June 6th, September 12th, and December 5th.

**Motion by Dahlin to approve the 2020 board meeting calendar.**
**Seconded by Holden**
**Vote: Unanimously approved**

c. Other
1. Possible locations for board meetings outside of Denver were discussed, including Steamboat Springs, Cortez, Limon, Holyoke, Grand Junction, Fort Morgan, La Junta and Gunnison. Gunnison is a strong candidate for the September 12th meeting, as the Museum on Main Street exhibit opens that day at the Gunnison Arts Center. The board will re-visit meeting locations in December.

2. Nelson encouraged the Board to complete and return expense reimbursement forms and Board time sheets.

3. Nelson reported that board member Sam Meyer has made his resignation official. Becky Hurley will be on a leave of absence through the fall.

6. **Executive Director's report** (Coval)
Coval thanked Nelson for attending the Poet Laureate announcement and luncheon, Schinke's orientation, and several meetings and conference calls. She thanked the staff for recent efforts during a busy time.

a. NEH funding update
Coval reported that the Senate should consider the Interior funding bill next week, and it is expected to pass. The Federal fiscal year ends September 30th, and the House passed a continuing resolution (CR) on September 20th. The Senate has not dealt with the CR yet. The Federation of State Humanities Councils anticipates several continuing resolutions through December 1st.

Coval reminded the Board of Humanities on the Hill in March 2020.

b. Western Directors meeting report
Coval attended the Western Directors meeting in Driggs Idaho in mid-June. 8 Directors from the inter-mountain west talked about working with NEH, fundraising strategies, Board recruiting, and transitions in program priorities. The group may devise a regional project, perhaps focused on western environment. They plan to have regular conference calls and will meet again at the national conference.

c. Other
1. The National Humanities Conference is November 7 - 10 in Hawaii. Cordova, Keith, and Tate are attending. Registration is open through September 30th if any additional board members wish to attend.
2. Federation President Esther Mackintosh is retiring after 15 years of service. A search committee to find a replacement began work in late August. A consulting firm has been hired, with hopes of filling the position by early in 2020.

7. Review NEH Site Visitors Report (Nelson)
Nelson said overall he feels the NEH site visit report is positive. Inaccuracies that CH noted in the preliminary report were not corrected for reasons unknown. A response is required by June 20, 2020. The Board determined the following actions in order to formulate CH's response to NEH suggestions:

a. The Program Committee will evaluate the feasibility of restoring a grants program, and will report at the March 2020 board meeting. Coval said a formal request for proposals (RFP) might contribute to the development of programs such as Latino Heritage Live. She and staff will collect information from other councils. Best practices as well as pros and cons will be examined. Jones will develop a sample RFP. Discussion followed. Key points:

- CH's 2011 self-assessment found that grant programs were not as impactful as those with longer and more CH-engaged implementation.
- In-depth measurements and record-keeping are needed to ensure grant money is having the desired impact.
- Due to increased reporting requirements, low-dollar grants aren't administratively practical.
- An analysis is needed of the cost of giving and managing a grant versus implementing a CH partnership program.
- Grant-giving is important for relationships with outlying communities.
- Grant-giving provides organizational exposure and might increase status with funders.
- Granting could help avoid long-term program commitments with short-term funding, like Mothered.

Nelson encouraged Board with interest, experience, thoughts or ideas to work with the Program Committee, or to reach out to Philpott or Jones.

b. Coval will work with the Nominating Committee to update and formalize CH's succession plan to include senior staff, and a strategy to facilitate transition. The Committee will report to the Board in March.

c. Nelson and Coval will arrange meetings with the Governor's staff and with the State Treasurer to explore the possibility of obtaining state funding. Tate has recommendations for possible connections. Miller has a connection with the Department of Local Affairs and Economic Development. Coval will arrange a conference call with Nelson, Tate, Miller, and Keith for further discussion and will report back to the Board in December.

8. Program Policy and Evaluation Committee (Miller)
a. Program update and status report (Jones)
   Jones gave the program status update. Of note:
• An authors list has been created for a Center for the Book Speakers Bureau. Author contracts have been sent. If they agree to participate, authors will appear for $150. Publicity will be sent to counties with less program activity first.
  • The Governor announced new Poet Laureate Bobby LeFebre on July 20th. Actor, playwright and community leader LeFebre will be an asset to Latino Heritage Live.
  • Mothered/Fathered Colorado has been active. Partner reporting of data is 100%. Funding has been received from Buell Foundation and Get Grounded Foundation.
  • The Ft. Collins writing partner for Veterans Writing has withdrawn. Head of CSU Pueblo creative writing program Juan Morales will step in. The Colorado Springs program at Mt. Carmel will be working with mental health providers, veterans, and families using expressive writing, a reasearch-based therapeutic modality for PTSD.
  • Museum on Main Street begins in Gunnison on September 12, 2020 and will continue at rural locations around the state through June, 2021.
  • Grand Junction Chautauqua partners experienced an abrupt change in leadership and did not accept CH recommendations. As a result, the event featured weaker presenters than in the past.
  • Black History Live 2020 will feature Becky Stone as Rosa Parks.
  • On the day of the Democracy Labs event in Antonito and San Luis, the local hosts cancelled. Natural-level Latina organizer Cec Ortiz stepped in to good effect to complete the project.

Mason and Ballantine reported on History Alive! Durango Chautauqua. Mason read positive comments from attendee feedback. Ballantine noted that none of the participating organizations created new events. The Southwest Colorado Humanities Roundtable effort is about cooperation and coordination. Mason is collecting data to develop best practices for the roundtable model.

Dahlin reported on High Plains Chautauqua. Attendance was good, with huge crowds during the evenings. She said there was an excellent selection of presenters, especially Thomas Jefferson, but she missed having a theme.

Coval reported that former Colorado State Historian Patty Limerick is the lead advisor on the new Five States of Colorado film project. We will create an advisory group from each of the five states, with hopes of a first meeting in December or January. Each group will have at least one scholar who can describe broadly the past and present of their region. If the Board has any suggestions for regional group members, Coval asked them to please share names. The pre-production budget is $60,000, of which CH will contribute $15,000. It is as yet undecided where grant proposals will be directed.

b. Board members' reports
  Miller reported on the Smokelore BBQ event he hosted. Smokelore author Jim Auchmutoy is a friend of Miller's, and Denver was not on his book tour itinerary. Miller's event provided a benefit to both Auchmutoy and CH. Attendance could have been greater than 54 if the venue had been larger. Miller negotiated with the caterer to provide meals at $10 per plate, so there was $10 in profit for each $20 ticket sold. Book sales netted $9.95 per book. Tucker promoted the event with two mass emails to CH contacts.
c.  FY2020 Program Plan
Miller reported in Philpott's absence. He explained that the revised FY2020 program plan document shows the actual spending for FY2019 for each program, and provides information about the funding goals for FY2020. Jones noted that legacy programs such as Motherread/Fatheread Colorado and High Plains Chautauqua are taking about half of the program staff time. A dash in the column means the program will not be implemented in FY2020.

There are plans for the Poet Laureate to visit nine communities through Latino Heritage Live. To determine which areas are visited by Laureate LeFebre, Jones suggested developing a request for proposals (RFP) to send to communities wanting the Poet Laureate. The RFP would require one Latino and one non-Latino partner, with the expectation that the partners would follow the Poet Laureate's visit with a CH-assisted program of their own design and production within 12 months.

Coval explained that there is nothing budgeted for Networks as its primary expense is staff time, and there is no staff nor funds available at the moment. She said in order to balance the budget, funds could only be committed to programs with clear planning or implementation plans. Nelson said that, in the future, some program resources may need to be drawn to build networks.

Motion by Miller on behalf of the Program Committee to approve the FY2020 Program Plan.
Vote: Unanimously approved

9.  Marketing report (Holden, Jones)
Holden said part of the grant from Get Grounded Foundation will fund a marketing video. Usually the video is based on the program that was funded, however, Get Grounded will consider a more general "brand" video, explaining CH's mission. Holden hopes to have the video completed for end-of-year fundraising appeals. Jones agreed that increased branding would help make connections between individual programs and the organization.

Recently, Jones appeared on a morning radio program to talk about Veterans Writing in Colorado Springs. All CH program partners are participating in a 21-step marketing plan which includes social media and audiences are increasing. Messages about the Poet Laureate have reached over a million.

Cordova suggested asking Bobby LeFebre for video that CH could upload in order to share stories of the Poet Laureate's impact. Jones suggested she, Cordova, and Holden have a conversation about the idea.

10. Development and External Affairs Committee (Holden)
a.  FY2019 fundraising status report (Coval, Tucker)
Tucker reviewed the FY2019 fundraising status. $20,514 in unrestricted giving has been received from individuals. Some board members have fulfilled their FY2019 obligation, however, Tucker noted that the Board still owes $4,013.
Motheread/Fatheread Colorado (MFC) received $55,000 from Buell Foundation with a $5,000 match required by March 31st, 2020. MFC also received $3,500 from Get Grounded Foundation, a grant facilitated by Holden.

Additional donations came in for Durango Chautauqua and High Plains Chautauqua.

Tucker reported on funding appeals. A proposal of $50,000 is pending with Arts in Society for Museum on Main Street. Proposals will be made to Denver Foundation in February for MFC, and to El Pomar in February for Veterans Writing.

b. Board members’ reports
Miller held a BBQ fundraising event. He budgeted airfare, travel and the venue cost before determining a reasonable ticket price. The venue was donated, and he found a company that sponsored an additional $200. The event was advertised on Twitter, and in the Denver Post and Westword.

Tate shared about the logistics of planning a D.I.N.E. event. Negotiating an affordable meal is key. D.I.N.E. makes use of a Chautauqua scholar in town for another event, so the presenter cost is about $250. She advertises to her social media network, and with a mailing to the CH database, and posts an appeal on Facebook asking friends to share the event with their networks. Tickets are sold through the CH online store. Tate stressed the importance for the Board to help advertise all CH events through their social media networks.

Nelson said he and his wife are having a joint 50th birthday party next month, and he plans to make the celebration a fundraising event. Bentz reminded the Board of Facebook’s birthday notice appeal for charitable donations, which she used successfully last year.

Holden encouraged the Board to plan events that draw on their own strengths for greater success, and appeal to their personal network. For example, Bentz has talked about hosting a yoga event. Cordova is interested in an event with history content, and Holden is contemplating a civil discourse/media discussion with beer. Tucker suggested that board members work together to strengthen outreach.

Nelson asked Holden, Tucker and the Development Committee to compile a list of potential events to email to the Board, and asked each board member to respond to that email saying which they might be willing to undertake.

c. Board giving
Holden said 8 board members have not fulfilled their 2019 giving obligation with two yet to submit their $100 personal gift. He sent an email prior to the board meeting listing soft-credit options. Holden asked the board to make a plan for how they will meet the goal by October 31st. Tucker asked for FY2020 Board pledges.

d. FY2020 Fundraising Goals
Holden reported that the Development Committee agreed to an increased goal of $7,500 in unrestricted funds in order to help balance the 2020 budget. Board members will be
asked to give or get an additional $300 each. The remaining $2,500 will come from businesses or organizations for which board members facilitate connections.

Nelson and Coval corrected discrepancies between the FY2020 Program Plan and the FY2020 Fundraising Goals. The $25,750 fundraising goal for Colorado Book Awards and the $2,700 goal for War Conversations are missing from the Program Plan. There is a $100 typo on the Fundraising Goals and Status document for Young Chautauqua. Also, Coval pointed out that three items totaling $24,300, are not part of the Program Plan document: Colorado Biographies, Marketing, and R&D.

**Motion by Holden on behalf of the Development Committee to approve the FY2020 Fundraising Goals.
Vote: Unanimously approved**

e. Identify business targets
Holden asked all board members to provide at least one contact name at a business or organization to whom they could provide CH with an introduction.

Cordova can help make a connection with former Navy Seal Josh Jespersen of Mission Memorial Day and who recently set a record for climbing all of Colorado's 14ers. A partnership with Mission Memorial Day could possibly foster connections with NorthFace or Patagonia.

Miller recommended Colorado Council of Churches (CCC) and Colorado Business Committee for the Arts (CBCftA). He is interested in fostering an urban and rural exchange where urbanites travel to a rural community, have a conversation and then worship together on Sunday. CCC has floated a concept similar to Talking About Dying. Tate has a rural community in mind. She personally knows a new staffer at CBCftA. They are very Denver-centric and want to do more around the state. CH could help with that, share contacts and build a relationship.

Keith has experience with CBCftA through Steamboat Creates. She said The Tank in Rangely is working on the subject of trauma with funding from Arts in Society, a possible tie-in with CH veterans programs.

Dahlin will look through foundation directories.

Bentz will talk with someone at Kaiser about Talking About Dying.

Nelson would like to encourage Atmos Energy to expand their giving beyond High Plains Chautauqua. He will approach Ethies Game about a sponsorship for Colorado Book Awards.

Ballantine said since both Durango Chautauqua events were at maximum capacity, CH is in a good position to solicit funds from local Durango businesses like Coca Cola.

Mason plans to approach Bank of the San Juans, possibly-La Plata Electric, and a couple of privately owned businesses. She suggested Colorado Historic Preservation as CBA
winner Andy Gulliford has contacts there. She also suggested approaching Centura as a possible partner for Talking About Dying.

Schincke has contacted three local banks (High Plains Bank, First National Bank, Guaranty Bank & Trust) that are trying to be competitive in her area. She expects to make some connections in the next couple of weeks.

Tate thinks Delta Eta Boulé might sponsor a D.I.N.E. A billionaire owns a large plot of land in Lincoln Hills where he annually hosts the Delta Eta Boulé scholarship recipients. A D.I.N.E. might provide access to him.

11. Finance and Infrastructure Committee (Ballantine)
   a. Approve FY2020 Budget and Fundraising Goals
      Ballantine reviewed the budget notes. He said the NEH amount budgeted is a conservative estimate.
      
      The Board went into an Executive Session including Coval to discuss the budget.

      **Motion by Ballantine on behalf of the Finance Committee to approve the FY2020 Budget**
      **Vote: Unanimously approved**

   b. FY2019 preliminary year-end report (Coval)
      Coval projected that CH will end FY2019 with a balance of about $12,000. The amount is from reserve funds that were committed a few years ago to help complete the Mothered study, but were not expended and have rolled forward in the budget line "reserves previously withdrawn." About $40,000 of those reserve funds were applied to FY2019 expenses.

   c. Investment and endowment fund report
      Ballantine reported that both the reserve funds invested in Schwab and the endowment fund at Community First Foundation were performing somewhat better than last quarter. No changes were made, pending the acquisition of a new investment advisor.

   d. Investment advisor update
      Ballantine reported that the Finance Committee is seeking better management of CH investments. They have been considering contracting an outside advisor in order for the Schwab accounts to receive greater attention. He will meet with Koehler for additional advice. Tate will provide the name of an advisor who may be willing to donate their fees. Ballantine expects the Finance Committee to have a recommendation within a few weeks.

12. Nominating and Governance Committee (Tate)
   a. Board nominations report
      Tate reported that there are currently 17 board members. Two of three open positions are for Governor appointees. She asked the Board to share any recommendations they may have. She will distribute to the Board the nominating priorities, the Board distribution map, and Board demographics.
13. Other business
   There was no other business.

Adjourned.

The Board of Directors Minutes have been approved by the Board, and signed on this 11th day of December 2019.

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