

**Colorado Humanities Board of Directors Meeting
March 7, 2020
Holland & Hart, LLP, Denver**

Meeting overview and materials

Board business (page 1)	Agenda, Minutes
Chair's report (page 1)	
Executive Session (page 3)	
Nominating Committee (page 3)	Board Slate, Executive Succession Plan
Executive Director's Report (page 4)	
Program Committee (page 4).....	CO Tourism Districts Map, FY20 Program Status Updates
Marketing Project Update (page 6)	
Finance Committee (page 6).....	Revised Investment Policy, Oct. 31 FY19 Financial Statement Dec. 2019 Profit & Loss Statement
Development Committee (page 7)	FY20 Fundraising Goals and Status

Actions taken

- Approval of the agenda (page 1)
- Approval of the December 7, 2019 Board meeting minutes (page 1)
- Election of board members (page 3)
- Approval of the interim investment policy (page 6)

Assignments/Directives

☐ Poll board for officer candidates (page 3)	Officer Elections Committee
☐ Update succession plan (page 3)	Nominating Committee
☐ Convey interest in attending the National Humanities Conference (page 4)	Board
☐ Facilitate relationships with potential funders (page 7)	Board
☐ Draft board giving guidelines (page 8)	Development Committee, staff

Next meeting

June 6, 2020
Steamboat Springs, TBD

**Colorado Humanities Board of Directors Meeting
March 7, 2020
Holland & Hart, LLP, Denver**

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

Absent:

Staff: Coval, Albright, Jones, Tucker

1. Welcome (Nelson)

Nelson welcomed the Board. It was announced that board member Becky Hurley had passed away. The ice-breaker was suspended. Instead, the board shared a moment of silence for Hurley, and for other meaningful losses.

2. Approval of agenda (Nelson)

Motion by Dahlin to approve the agenda.

Seconded by Philpott

Vote: Unanimously approved

3. Approval of minutes of the December 7, 2019 Board meeting (Nelson)

Motion by Koehler to approve the minutes of the December 7, 2019 Board meeting.

Seconded by Dahlin

Vote: Unanimously approved

4. Chair's report (Nelson)

a. Board members' recent activities

Nelson thanked individual members for their recent activities.

- Bentz and Tate for participating in Humanities on the Hill
- Tate for hosting D.I.N.E., meeting with board prospects, and meeting with the Hispanic Chamber of Commerce
- Ballantine for funding the video marketing project, helping to draft the RFP for a new auditor, and for sending out a fundraising letter to board alumni
- Miller for arranging for CH to sell books at the Overground Railroad event, for doing a Facebook Live campaign, and for purchasing DINE tickets.
- Holden for facilitating an employer match gift, helping with the video project bid process, consulting on a variety of marketing strategies, and attending DINE with a guest
- Keith for partnering to bring Veterans Writing to Steamboat Springs
- Mason for her work on the program evaluation template
- Lee for sending fundraising appeal letters to her network
- Philpott for purchasing *Overground Railroad* books
- Best for assistance with the auditor RFP
- Koehler for consulting with the Finance Committee about our investments
- Cordova for beginning plans for a casino night fundraising event

b. Location of June and September Board meetings

The Board decided that the June 6th board meeting will be held in Steamboat Springs. The September 12th meeting will be in Gunnison to coincide with the opening of the Museum on Main Street tour.

Mason suggested that Grand Junction be a location in 2021.

c. Resolution of conflict of interest matter

Nelson said engaging with a Board owned company, or with a company that employs a current board member has the potential to create conflicts of interest. NEH rules are complicated. Therefore, to proceed with the marketing video project funded by Ballantine, CH sent requests for proposals from outside video production and marketing companies. Ballantine has donated the funds directly to CH. Jones acknowledged the generosity of Board members' offers to help with the project.

d. Meeting with State Treasurer

Nelson reported that he and Coval met with the state treasurer to discuss potential state funding for CH, as suggested in the NEH review. The treasurer provided many leads worth exploring. The state will not fund CH directly, but CH can receive state support through an agency that already is funded by the state. Nelson said Colorado has a large state budget, however competition is fierce. Internal agency champions will be necessary.

Establishing such a partnership will require a concerted effort of appeals and proposals. Efforts for 2020 are about 6 months late, as such a campaign will take time, and the state is on the cusp of its general session. Lee questioned the effort required versus the benefit. Nelson expressed the opinion that it would not be worthwhile for less than six figures. Dahlin urged finding partnerships that will commit to sustained giving from year to year.

Nelson said that CH will need to match programs to agencies that would bring that level of support. Coval said that the departments of Education or Health and Human Services are unlikely to take on a single program. The Department of Tourism and the Department of Local Affairs (DOLA) have a number of initiatives with which MOMS, regional networks, or programs that support rural areas might be aligned. Discussion followed. Jones, Keith, Koehler, Holden, and Tate have either direct or secondary connections at DOLA. Tate offered to facilitate a meeting with the executive director.

Holden suggested the Department of Human Services with an appeal to Child Welfare or the Office of Youth and Families. His place of employment, GroundFloor Media has a good relationship with that department.

Nelson suggested working through the summer to find agency connections and then later making individual connections.

e. Officer nomination process

Officer elections will take place at the June board meeting. Nelson explained that an ad hoc committee is assembled of board members who are not interested in becoming officers in the next year. This Committee will poll the board to identify officer candidates, and present them for election at the June 6th board meeting. Garcia, Schincke, and Cordova volunteered. Garcia will chair.

5. Executive session

Staff were excused while the Board entered into an executive session to conduct the executive director's review, and to discuss Board operations. They plan to meet again in May or June to continue the discussion.

6. Nominating and Governance Committee (Tate)

a. Election of board members

Tate briefly reviewed the bios of two new board candidates, Omar Montgomery and Deb Kalish. Current board members Mason and Miller have agreed to serve a second term.

Motion by Tate on behalf of the Nominating Committee to elect Deb Kalish to a four-year term to begin immediately.

Vote: Unanimously approved

Motion by Tate on behalf of the Nominating Committee to elect Omar Montgomery to a four-year term to begin immediately.

Vote: Unanimously approved

Motion by Tate on behalf of the Nominating Committee to elect Florence Mason to a two-year term to begin immediately.

Vote: Unanimously approved

Motion by Tate on behalf of the Nominating Committee to elect Adrian Miller to a two-year term to begin immediately.

Vote: Unanimously approved

Kalish and Montgomery joined the board meeting.

b. Board nominations report

Tate reported that there are three open positions on the board. Schincke said she is awaiting recommendations from contacts in Wray and Burlington. Tate said the Committee is still looking for representation in Alamosa and Fort Collins. She encouraged the Board to notify her of any suggestions they may have.

c. Report on succession plan

NEH site visit recommendations encouraged CH to provide a succession plan in the event that the Executive Director, or other key staff depart. CH already has a plan, which the Nominating Committee reviewed, and they agreed that an update was needed. Tate reported that starting with the current document, the Committee will outline items to be added. Coval will respond to the NEH recommendations as part of the interim report due June 1st. She will present the work to date, with the information that changes are pending Board review and approval.

d. Other

Each person present introduced themselves, and shared what they do for a living, and what they are anticipating with the arrival of warmer weather.

7. Executive Director's report (Coval)

a. NEH funding update

Coval reported that Congress passed the 2020 budget on December 20, 2019. The chart of allocations was published at the end of January. NEH received a \$7 million increase, and the state councils received a \$2 million increase. CH did not receive its award of \$841,900 until last week. This is \$32,500 more than what was budgeted for FY2020.

Coval reported that while waiting for the NEH grant, it had been necessary to access the Vectra Bank business line of credit in the amount of \$57,000 which will be paid off immediately.

b. Humanities on the Hill report (Coval, Tate, Bentz)

Coval thanked Tate and Bentz, who joined her for Humanities on the Hill in Washington DC. Coval circulated the informational folder that was distributed. Coval said they had the opportunity to visit all nine offices. Representatives Neguse, DeGette, Buck, Perlmutter, and Tipton all signed a letter of support for NEH funding.

Bentz narrated a slideshow of photos she had taken during the trip.

Tate said they were able to have longer meetings than in the past, and were well received. They asked Colorado representatives to support CH through their social media, and received an enthusiastic response. CH is to share content that would be appropriate.

c. Other

The National Humanities Conference will be November 5-8 in Indianapolis. Board members interested in attending should contact Coval. The theme will be "Bringing Humanities Together at the Crossroads."

8. Program Policy and Evaluation Committee (Philpott)

a. Regional networks

Mason shared a handout of best practices for collaboration among organizations based on the Southwest Humanities Roundtable, which does not have a formal structure and is not a 501(c)3 organization. She stressed that collaboration within a network benefits the organizations involved, the region, and CH. Working together year after year prevents repeated start-up costs.

Jones said the first regions contacted will be those that expressed interest during the Blue Sky tour. She estimated a requirement of \$1,500 - \$2,000 in staff travel time per network to get started. Most communities can provide the venue and catering. Face-to-face communication is important during initial development. Mason suggested incentive funds to develop a logo and printed program brochure that includes information for all organizations involved.

Philpott said CH will help facilitate relationships among local organizations. The mission of each network will be developed based on the needs of the individual communities. Budgeting will be required in FY2021. An initial investment of time and money will reap benefits down the road. Discussion followed.

b. Using mapping to monitor programs by region

Jones said, historically, CH has reported program reach by city. The method of reporting will be broadened to better reflect CH's geographic diversity. The Committee decided to use mapping similar to the regions delineated on the Colorado State Board of Tourism map, but will separate Denver. CH will continue to report by counties and congressional districts for HOH. Discussion followed.

c. Report regarding CH grants to other organizations

Jones reported that CH offered grants until 2011 when there was an \$80,000 decrease in funds available. It was determined that accessing the \$70,000 budgeted for grants was the best resolution for the shortfall, and that the grants program was the easiest program to stop and restart at a later date. Also, the major objectives called for realizing deep impact from programs that grants did not provide.

Coval added that grants did not provide the program growth, reach and visibility among certain populations that CH was striving for at that time. Jones said working directly with program partners develops more lasting relationships.

Coval said there are new granting and reporting requirements from NEH that staff are still investigating. They are also polling other councils on the current advantages and disadvantages of a grants program. Philpott said reinstating a grants program will require changing the budget or shifting the structure of other programs. A response to NEH recommendations will be included in the June interim report.

d. 2021 program planning timeline

Jones said the Committee will present for approval the general direction of programs, without budget, at the June board meeting.

e. Program update and status report (Jones)

Jones updated the board on program activities in the last quarter. Of note:

- Louise Bensen has been hired as Motherread/Fatheread Colorado program coordinator
- Chris Goff, who was CBA coordinator in 2012/2013 is filling the position again temporarily. The position will be posted this summer.
- The One Woman One Vote tour featuring Mary Jane Bradbury as suffragist Jeannette Rankin is taking place now. Jones asked the Board to distribute flyers.
- CBA finalists have been announced. All 48 authors will be sharing the news with their networks. Finalist readings will take place at BookBar. The celebration and announcement of winners will be May 30th at the Evans School.

9. Marketing project update (Holden)

Holden reported that requests for proposals had been distributed to find contractors to help with the video project. Several good proposals have been received for consideration. Jones said the Marketing Committee will convene to review the proposals. A program video will be produced for Motherread/Fatheread Colorado, Latino Heritage Live, and Veterans Writing. The videos will tell stories of those programs in a way that represents CH as a whole. They will be used to drive event attendance, and for development appeals.

Holden talked about the goal of increasing marketing. He said ProSonoma Digital Marketing is a source that may provide long term help. Progress is being made on social media to provide more useful content beyond simple appeals for event attendance.

Holden described a single-ad Facebook campaign that was tested on the recent D.I.N.E. event. He noted that Facebook does not provide contact information for those who respond to ads, so there is no way to verify influence of direct ticket sales. Similar three-phase campaigns will be conducted in the future. Discussion followed.

10. Finance and Infrastructure Committee (Ballantine)

a. Auditor and audit timeline

Ballantine reported that CH's longtime auditor is retiring. RFPs were sent, and 5 prospects were considered. Choices were narrowed to two firms with which Coval met personally. The Finance Committee selected Watson Coon Ryan, LLC. There will be an increase of \$7,000 from the previous auditor. Fieldwork will begin March 24th. Coval said the audit will be presented to the Board at the June meeting.

b. Revised investment policy

Language in the CH investment policy document was edited to reflect the changes agreed on at the December 7th board meeting. Ballantine reported that the Committee will continue to make revisions, but is asking for approval of the interim document.

Motion by Best to approve the interim investment policy document.

Seconded by Lee

Vote: Unanimously approved

c. Investment and endowment report

Ballantine said the Finance Committee has reviewed end-of-year reports from Schwab and Community First Foundation. Coval has re-allocated funds as was recommended. Ballantine thanked Koehler for her advice. The Committee will continue to review the performance of investments on a quarterly basis.

d. FY2019 year-end report (Coval)

Coval reported that FY2019 will end at zero with about \$70,000 transferring into FY2020 programs.

e. FY2020 financial status (Coval)

Coval reviewed the Nov./Dec. Combined P&L including operations, as the FY2020 first quarter financial statement cannot be generated until FY2019 is completely closed. She noted that the NEH figure is what was budgeted, not the actual award amount. NEH income will be updated after the award letter is received. Expenses are on track.

11. Development and External Affairs Committee (Holden)

a. Board giving report

Holden reported that board participation was near 100%, but noted two members have yet to make a pledge for FY2020. He stressed that the ability to demonstrate 100% Board

participation is an important fundraising tool. A pledge allows us to count the Board member as participating.

Holden reminded the Board that each are responsible for a contribution of \$750 and that an additional challenge of \$300 each was agreed to as part of the approval of the FY2020 budget. Suggested Board fundraising tools are hosting a D.I.N.E., sending a donation appeal letter, or asking for donations as a birthday gift.

b. Fundraising update and status report (Coval)

Tucker reviewed the FY2020 fundraising status report. She noted a proposal to the Academy of American Poets for Latino Heritage Live. She is seeking new funders for Young Chautauqua in Mesa County.

Holden said a sponsor is still needed for CBA, and asked the Board if any of them could facilitate a connection with Belco as a prospect. \$10,000 is still needed. Tucker asked the Board to send staff ideas for potential funders.

c. D.I.N.E. report (Tate, Tucker)

Tate reported on the D.I.N.E. event at Maggiano's featuring Becky Stone as Rosa Parks. 52 tickets were sold. She said a few tickets were purchased to show support by those unable to attend. Several board members, or their family members or guests attended. Young Chautauquan Saiyora Keilbach presented as Maria Callas. The event netted \$800.

Tate reported making some new contacts at the event who may be potential supporters or resources in the future.

d. Board activities and plans supporting fundraising

Cordova said he is still working on plans for a casino night event. New Terrain Brewing Company has offered event space for \$250. Holden said the Mayor of Blackhawk has agreed to talk about the history of gaming in Colorado, and staff from New Terrain will talk about the history of brewing in Golden. Discussion followed.

It was suggested that a legal consultation might be necessary to ensure CH is in compliance with laws regarding gaming and alcohol service. There were concerns regarding costs versus potential funds raised. Holden and Cordova will continue to discuss the idea with the Development Committee.

Nelson encouraged new, creative, and collaborative ideas for fundraising projects. He asked the Development Committee to draft guidelines that define how much give/get Board giving credit members receive for various efforts.

12. Other business

As it was the final meeting of her term, Nelson presented Michel Dahlin with a certificate of service, and a gift card in thanks for her leadership, time, and commitment.

Adjourned.

The Board of Directors Minutes have been approved by the Board, and signed on this 10th day of June, 2020.

by: 

Margaret A. Coval

Executive Director, Corporate Secretary

Colorado Humanities