

**Colorado Humanities Board of Directors Meeting
June 5, 2021
Hybrid, In-Person and Online**

Meeting overview and materials

Board business (page 1).....	Agenda, Minutes
Chair's report (page 1)	proposed FY2022 board meeting dates Committee Preference Form
Executive Director's Report (page 1)	
Nominating Committee (page 2)	Governor's Appointees, Board Slate, Slate of Officers
Program Committee (page 3).....	FY2022 Program Plan, 2019-2023 Program Timeline, SHARP Summary, A More Perfect Union Memorandum, Program Status Report
Development Committee (page 5).....	Fundraising Status Report
Finance Committee (page 6).....	April Financial Statement, Monthly Accounting Procedures FY2020 990 Tax Form

Actions taken

- Approval of the agenda (page 1)
- Approval of the March 6, 2021 Board meeting minutes (page 1)
- Approval of the FY2022 board meeting dates (page 1)
- Election of Vernon Jones, Jr. (page 3)
- Election of officers (page 3)
- Approval of the FY2022 Program Plan (page 3)
- Approval of the proposal for the NEH initiative: A More Perfect Union (page 5)
- Approval of the FY2020 990 tax form (page 6)
- Approval of the plan to renegotiate the current office space lease (page 7)

Assignments/Directives

- | | |
|---|---------------|
| <input type="checkbox"/> Complete/return Committee Preference Form by June 10 (page 1) | Board |
| <input type="checkbox"/> Consider attending the National Humanities Conference (page 2) | Board |
| <input type="checkbox"/> Email the MFC Coordinator job description for sharing purposes (page 2) | Coval/Jones |
| <input type="checkbox"/> Share the MFC Coordinator job description with potential applicants (page 2) | Board & staff |
| <input type="checkbox"/> Send Board give/get fundraising reminders (page 5) | Holden |
| <input type="checkbox"/> Share guest list ideas for Dadone's "friendraiser" (page 6) | Board |

Next meeting

September 11, 2021

In person

Colorado Humanities Board of Directors Meeting
June 5, 2021
Hybrid, In-Person and Online

Present: Ballantine, Best, Cordova, Dadone, Fajardo, Holden, Kalish, Keith, Lee, Mason, Miller, Montgomery, Nelson, Philpott, Schincke, Tate, Woods

Absent: Bentz, Garcia, Koehler

Staff: Coval, Albright, Jones, Tucker

1. Welcome (Nelson)

Nelson welcomed the Board.

2. Approval of agenda (Nelson)

After discussion, the board proposed omitting the ice breaker due to time constraints and challenges with the hybrid meeting format, and to hear the Program Committee report before the Development Committee report to accommodate board members needing to leave early.

Motion by Mason to approve the agenda with revision as proposed.

Seconded by Kalish

Vote: Unanimously approved

3. Approval of minutes of the March 6, 2021 Board meeting (Nelson)

Motion by Tate to approve the minutes of the March 6, 2021 Board meeting.

Seconded by Keith

Vote: Unanimously approved

4. Chair's report (Nelson)

a. Board members' recent activities

Nelson thanked individual members for their recent activities.

b. Proposed board meeting dates in 2022

Motion by Kalish to approve the proposed 2022 board meeting dates.

Seconded by Lee

Vote: Unanimously approved

c. Committee preferences

Nelson urged board members to complete and return their committee preference form by June 10. Effort will be made to assign board members to committees according to their preferences.

5. Executive Director's report (Coval)

Coval thanked Nelson for his participation in recent activities, and service as board chair. He has been nominated for the Federation of State Humanities Councils board. Recognition of

other retiring board members, parting gifts, certificates signed by Governor Polis, and further words of appreciation were presented at the lunch break.

a. NEH funding

NEH funding is increasing in FY2022. The FY2021 NEH budget was \$167.5 million with almost \$52 million allocated to state humanities councils. The requested amount for FY2022 was \$225 million to NEH with \$70 million to the state councils. The president's budget has \$177.5 million (equivalent to 1994 funding level), almost \$54.5 of which is to fund the state councils. Because 2020 census figures show a population increase in Colorado, that may affect the formula that is used to calculate the distribution of funds.

Colorado will receive just over \$949,000 for Sustaining the Humanities Through the American Rescue Plan, which is more than CH's annual operating grant. A More Perfect Union is an agency-wide initiative to promote civic education and prepare for the 250th anniversary of the Declaration of Independence. CH may request up to \$50,000 to support programs that meet the criteria. It is a non-competitive application, due June 30th. Funds are to be used between October 1, 2021 and September 30, 2022.

b. National Humanities Conference

The 2021 National Humanities Conference is November 11-14 in Detroit, Michigan. Coval encouraged Board members to consider attending. The 2022 conference will be in Los Angeles.

c. Staffing update

Intern Nora Ridgeway has finished her contracted service. Motherhead/Fatheread Coordinator Louise Bensen will be departing at the end of June. CH will seek a part-time replacement, in addition to a Marketing Coordinator and Conversations Program Coordinator. The MFC Coordinator job description will be emailed to the board for sharing purposes.

Two new interns have been contracted for the summer months to assist with marketing and program production.

d. Other

Current projects include the development of marketing tools, the transfer of CH computer files to a new server, and adaptation to new reporting requirements from NEH.

6. Governance and Nominating Committee (Tate)

a. Board nominations report

Four board members' terms will end at the conclusion of today's meeting. With the election of one candidate today and the commencement of the Governor's appointees' terms, one open position will remain. The Nominating Committee continues to pursue recommended prospects.

- b. New Governor's appointees
Kathleen Brendza of Gypsum, and Amy Hoeven of Ft. Collins have been appointed by the Governor. Their applications and letters of interest were distributed with the meeting materials. Their three-year terms begin June 15th.
- c. Election of board members
Tate shared information about board candidate Vernon Jones Jr.

Motion by Tate on behalf of the Nominating Committee to elect Vernon Jones Jr. to a four-year term to begin immediately.

Vote: Unanimously approved

- d. Election of officers and committee chairs

Motion by Miller to approve the officers slate.

Seconded by: Woods

Vote: Unanimously approved

Nelson encouraged the new Executive Committee members to reach out to their predecessors for any advice needed.

- e. Other
Incoming board chair Lee shared some of her experience with the humanities, non-profits, charitable events, and fundraising.

7. Program Policy and Evaluation Committee (Philpott)

a. FY2022 Program Plan

Jones reviewed the FY2022 Program Plan, noting that budget figures are not yet included. Of note:

- Latino Heritage Live is designed as a collaborative effort through an RFP
- Changing the Legacy of Race & Ethnicity panel presentations will continue, with greater advance planning to facilitate the pursuit of sponsors and partners
- expansion of Regional Networks is still in development
- Museum on Main Street is postponed until 2023-2024
- remaining Motherread/Fatheread Colorado funds will be used to translate the curriculum into Spanish, for use nationwide
- Talking About Dying facilitator training will begin this fall
- Colorado Book Awards continues outreach to increase the diversity of judges in all categories.

Motion by Philpott on behalf of the Program Committee to approve the FY2022 Program Plan.

Vote: Unanimously approved

b. Program status report (Jones)

The program status report was presented in a new format that aims to show how each program succeeds in meeting specific CH Major Objectives. Discussion followed.

Suggestions included:

- showing reach numbers may not be as informative as tracking reach trends
- show audience diversity, including geographic
- insert a page break between programs
- present each program's information chronologically, starting with history
- insert a sub-heading for each year's summary
- include the program title on each page when information spans multiple pages
- add "What's next" to show upcoming events, development plans, steps being taken to meet objectives, etc.
- alphabetical arrangement may be more accessible, add community interest score under Major Objectives measures
- make subcategories distinguishable visually, possibly with color
- use consistent language/keywords within the Program Status Report and Program Plan

In addition to updating the Board, the Program Status Report informs the Program Plan, budget, development goals, and 3-year self-assessment.

The next Changing the Legacy of Race & Ethnicity (CLORE) discussion panel is July 15th at 7:00 P.M. Miller will host and Dr. Nita Mosby-Tyler will facilitate a conversation on Whites and Racial Justice. Panelists include Helen Thorpe and Mike Johnston, with a third still being sought. Reimagining Policing will be the next topic in September. The CLORE planning committee is working with advisors on a topic relevant to indigenous peoples possibly for November, followed by a topic related to Martin Luther King Day.

c. NEH SHARP funds

CH will receive Sustaining the Humanities through the American Rescue Plan funding to help humanities organizations respond to and recover from Covid-19. CH must distribute a minimum of 80% of the funds as subawards. Recipients can use the grants for programs, operations, or strategic planning. CH has discretion over the remaining 20%. All or a portion may be distributed as subawards, up to 10% may be used by CH for administration of the subawards, and the balance may be used for qualifying council-conducted programs. Funds applied toward programs may not overlap other NEH funding.

The award notice is expected by June 15th. CH must submit a proposal with budget and narrative by August 1st. The entire SHARP grants program has a 22-month window. An ad hoc committee will be formed immediately to develop criteria for the subawards. Cordova, Fajardo, Holden, Kalish, Lee, Mason, Philpott, Schincke, and Woods volunteered. The Executive Committee will provide final approval on the SHARP budget. The first goal of the committee will be to develop a calendar.

d. NEH initiative: A More Perfect Union

A new NEH initiative provides councils the opportunity to apply for up to \$50,000 in non-competitive funds for programs that promote civic engagement and prepare for celebration of the 250th anniversary of the Declaration of Independence. A proposal is due June 30th. The funding period is October 1, 2021 - September 30, 2022.

Coval, Jones, and Philpott met previously to determine programs to be included in the proposal, and suggest:

Changing the Legacy of Race & Ethnicity \$30,000

to produce 6 panel discussions, train 6 facilitators for community conversations, and for technical services

Latino Heritage Live \$15,000

to develop guidelines and issue an RFP for Latino-serving organizations to partner with organizations not strictly focused on serving the Latino community to develop a program. A geographic component is included.

Five States Film \$5,000

for content development related to the western American landscape

Motion by Best to authorize CH to proceed with a proposal for A More Perfect Union funding, with allowance for modification of the proposal by the Executive Committee as needed.

Seconded by Tate

Vote: Unanimously approved

8. Development and External Affairs Committee (Holden)

a. Fundraising Status Report

Changes have been made to the Fundraising Status document to make the funding deadline and event date columns more understandable. The document will now show what will happen within a program if the fundraising goal is not met.

There have been some recent unrestricted gifts, including \$150 as a result of the marketing campaign. About \$180,000 has been raised to date, with about \$180,000 of the overall annual goal remaining. A More Perfect Union funds will allow previously allocated NEH operating funds to be used elsewhere.

Several grant proposals are pending. As a part of its partnership with CH for Talking About Dying, HealthOne will support the cost of facilitator training for its employees.

b. Board giving

More than half of the board giving goal has been received. About \$7,000 remains to be raised. Holden will send board members reminders in the next few weeks.

c. Board members' activities

Several board members have participated in direct outreach to past Colorado Book Award (CBA) winners to encourage their support. A donation was made to CBA as a result of outreach by Lee. Dadone reached out to US Bank for a CBA sponsorship.

Dadone's summer cultivation dinner will be held July 24th. The board was asked to share names of potential invitees.

d. **Marketing update**

A series of advertising videos have been used in campaigns on Facebook and Instagram, generating 2,400 new users with a session duration of almost two minutes. The audience is primarily desktop computer users, which usually indicates an older demographic. The campaign generated about 3,000 site visits, but only 10 conversions (less than 1%). The most compelling message was for Veterans Writing with about a 3% click-through, indicating strong public interest in the program despite struggles recruiting participants. A longer brand video is to come, potentially using content from the shorter videos.

Non-profit grant funds from Google Ads were used to help promote the videos in search results. CH can spend up to \$10,000/month. Newly generated contacts are being added to the CRM to expand reach. Protocols have been implemented to resolve some tracking issues. To add value, the marketing team is striving to generate more content on social media rather than solely advertising. Holden thanked Ballantine for his investment in CH marketing as it resulted in significant learning and advances.

9. **Finance and Infrastructure Committee (Lee)**

a. **FY2021 financial status report**

It was noted that total assets and liabilities are \$1,199,000. That figure includes CH's invested reserve funds. Expenditures are on track. The NEH funds line will include an additional \$14,000 of matching funds. The board was left to peruse the remainder of the report outside of the meeting.

b. **More timely financial reports**

CH's accountant has implemented new processes in order to provide more timely reports. Each month's financial report will be provided as a draft on the 21st of the next month, and as a finalized report on the 21st of the following month.

c. **Investment and endowment funds report**

Investments with Schwab have increased since the last report to over \$406,000. Over \$55,000 is currently held in the Endowment Fund at Community First Foundation.

d. **990 tax form**

Based on its tax-exempt and financial status, Colorado Humanities is required to file a 990 tax form each year.

Motion by Lee on behalf of the Finance Committee and with support from the Executive Committee to approve the FY2020 990 tax form as prepared by the auditor.

Vote: Unanimously approved

e. Office space report

Rather than incur the expense of moving at this time, CH has opted to renegotiate a 2-year extension of its lease agreement. The first 2 month's rent will be free, and then it will be reduced from \$23+/-square foot to \$21.50/square foot for the first 14 months and will increase to \$22/square foot for the remainder of the term.

The security deposit will remain in place, but an escape clause will be added to the lease relative to any significant loss of CH's federal funding. The carpet will be cleaned as well. The Finance Committee recommends that Coval be authorized to execute a lease agreement with terms as outlined.

Motion by Best to accept the recommendation of the Finance Committee regarding a renegotiated 2-year lease extension.

Seconded by Kalish

Vote: Unanimously approved

f. PPP loan report

The first Payroll Protection Plan loan debt of \$98,000 has been forgiven. A second PPP loan of \$106,000 has been received, and is also expected to be forgiven.

g. Other


Socially responsible investing will be discussed at the next board meeting. A sub-committee will be formed to discuss the topic and determine a list of criteria for the Board's definition of "socially responsible." Koehler will advise the sub-committee.

10. Other business

There was no other business.

Adjourned.

The Board of Directors Minutes have been approved by the Board, and signed on this 6th day of October 2021.

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