

**Colorado Humanities Board of Directors Meeting
December 5, 2020
Online**

Meeting overview and materials

Board business (page 1).....	Agenda, Minutes
Chair's report (page 1)	President's Executive Order
Executive Director's Report (page 2)	
Nominating Committee (page 2)	
Marketing update (page 2)	
Program Committee (page 3).....	FY20 Program Status Updates, CLoRE fact sheet, CARES Act spreadsheet, FY21 Program Plan with Budget
Development Committee (page 3).....	FY20 Fundraising Status, FY21 Fundraising Goals, About Board giving, FY21 Board Pledge Form and Info, Board Time In-Kind Form
Finance Committee (page 4).....	Sept. 2020 Financial Report
Gift solicitation discussion (page 5)	

Actions taken

- Approval of the agenda (page 1)
- Approval of the September 12, 2020 Board meeting minutes (page 1)

Assignments/Directives

- | | |
|---|---------------|
| <input type="checkbox"/> Share sample succession plans (page 2) | Board |
| <input type="checkbox"/> Share development ideas (page 4) | Board |
| <input type="checkbox"/> Create a Colorado Gives Day fundraising page (page 4) | staff & Board |
| <input type="checkbox"/> Complete and return the FY2021 board giving pledge form (page 4) | Board |

Next meeting

March 6, 2021
Online

Colorado Humanities Board of Directors Meeting
December 5, 2020
Online

Present: Nelson, Ballantine, Best, Bentz, Dadone, Fajardo, Holden, Kalish, Koehler, Lee, Mason, Miller, Montgomery, Philpott, Tate

Absent: Cordova, Garcia, Keith, Schincke

Staff: Coval, Albright, Jones, Tucker

1. Welcome (Nelson)

Nelson welcomed the Board.

2. Icebreaker (Nelson)

Meeting participants shared about their favorite book.

3. Approval of agenda (Nelson)

Motion by Koehler to approve the agenda.

Seconded by Lee

Vote: Unanimously approved

4. Approval of minutes of the September 12, 2020 Board meeting (Nelson)

Motion by Kalish to approve the minutes of the September 12, 2020 Board meeting.

Seconded by Dadone

Vote: Unanimously approved

5. Chair's report (Nelson)

a. Board members' recent activities

Nelson thanked individual members for their recent activities.

b. President's executive order

Nelson shared the President's recent Executive Order Combating Race and Gender Stereotyping. Page 5 section 5 on requirements for federal funding pertains directly to Colorado Humanities. CH must comply including being attentive to language used in marketing materials. NEH has not offered any specific guidance to state humanities councils. Discussion followed. The Board requested an update at the March 6th board meeting.

6. Board Giving Update (Holden)

Unrestricted cash gifts in FY2020 totaled \$9,258 against a goal of \$14,250. Board gifts for programs and marketing totaled \$27,400. Some board members exceeded their individual minimum gift and others did not meet the minimum. Over \$45,000 of in-kind was documented do far. Holden shared a calendar of touchpoints that will be used to encourage

Board giving toward FY2021 goals. Holden will reach out after the first touchpoint. The Board was reminded that 100% participation ensures eligibility for grants.

7. Executive Director's report (Coval)

Coval thanked Nelson for his recent activities.

a. CH operations update

Staff continue to primarily work remotely, with no in-office meetings. This arrangement will continue for the near future. Three outstanding candidates are under consideration for the CCfB Coordinator position. A decision will be made Monday.

b. NEH funding update

The FY2021 budget still has not been determined. Based on either level funding or an increase of up to \$8 million, \$162-170 million is anticipated for NEH, with \$50-52 million going to the Federal State Partnership, the division of the state humanities councils. Interim funding will be provided by further continuing resolutions. CH received \$163,454 from the first continuing resolution, which expires December 11.

c. National Humanities Conference

The National Humanities Conference was conducted online. Coval, Lee, Holden, Jones and Tucker attended. The opening session extolled the value of public humanities. Jones and Holden gave a presentation in a marketing group panel. Those who attended shared quotes and ideas they heard. Videos are available online for those interested.

8. Nominating and Governance Committee (Tate)

a. Board nominations report

There are currently 19 board members, with 1 elected position open. A former board member will be making a recommendation for a nominee from Alamosa.

b. Succession plan

The Nominating Committee is gathering sample documents in advance of revising CH's succession plan. Tate asked board members to share of other organizations with which they are involved.

9. Marketing update (Holden)

Board members Miller and Tate, and Poet Laureate Bobby LeFebre, were interviewed for the marketing video project. Footage from CH programs will be incorporated. Fireside will do the editing. Completion of the project has been postponed until January.

Holden and Jones shared about current activities being used for metrics tracking and building SEO (Search Engine Optimization). Changing the Legacy of Race & Ethnicity (CLoRE) has been advertised on Facebook, and metrics have increased significantly. There have been over 100,000 video plays of the Federation Conference marketing presentation on CH's Facebook page. Consultant Marcus Farmer is helping to track and measure the success of CH's online presence.

10. Program Policy and Evaluation Committee (Philpott)

a. Program status report (Jones)

Philpott encouraged the board to read the Program Status Report. He noted a recent High Plains Chautauqua (HPC) meeting with community leadership to discuss transitioning the program to local fundraising and direction. The transition will happen more slowly than initially projected, which will have budgetary effects for CH.

b. Changing the Legacy of Race & Ethnicity report (Tate)

The first CLoRE event, focusing on a historical look at racism, was very successful. Ongoing promotion directs people to the online recordings. There have been over 6,000 views. The next event, Talking to Children About Race, is December 9. Planning for subsequent panels is in progress. the next will be a conversation among faith leaders.

c. CARES Act grants report (Tate, Coval)

200 applications were received for the CARES Act grants. \$481,484 total was distributed among 67 organizations and 1 individual. The social media challenge was a great success. 42 applicant videos were submitted, generating over 100,000 views of those videos hosted on the CH Facebook page. 15 primary grant recipients whose videos were selected shared a portion of the \$30,000 that had been set aside for the challenge.

Discussion followed regarding continued contact with applicant organizations, with the aim of learning what communities need and want from CH programs, and potential mutual promotion.

d. FY2021 Program Plan update

To ensure a successful FY2021 program, HPC will need more support than anticipated. The effect on CH funding and staff may inhibit the development of new programs for the coming year. The transition process will begin after the August event. Budget figures have yet to be updated.

New program development, e.g. Regional Humanities Networks, is also affected by COVID-19, and the uncertainty about when in-person meetings will be allowed.

The breadth of reach of Colorado Book Awards as a result of online distribution was noted. Some History Live Durango content is available on YouTube as well.

11. Development and External Affairs Committee (Holden)

a. Fundraising status report (Coval, Tucker)

\$25,006 was met of the FY2020 unrestricted goal of \$41,500. the additional board challenge of \$5,000 was not met. Funds raised for HPC HPC will be held to support the program in FY2021. HPC fundraising goal for FY2021 is to be determined.

Black History Live, Motherread/Fatheread Colorado, Change in Rural Colorado, Five States pf Colorado, and Colorado Book Awards are in need of immediate funding. Tucker provided updates on pending grant proposals, and recent awards, including a

Google Ads grant of up to \$10,000/month for a year. Holden asked the Board to reach out with development ideas.

- b. Colorado Gives Day and annual appeal (Tucker)
917 greeting cards, and 3400 letters were sent during the year-end annual appeal. Lee sent a personal appeal letter to her list of contacts.

Colorado gives Day (CGD) is December 8. Five mass emails have been sent to advertise the event. Tucker sent 145 personal emails to past CGD donors, and D.I.N.E., Smokelore, and Overground Railroad event attendees. Staff member Nora Ridgeway created a CGD fundraising page which has raised 98% of its goal. CGD fundraising pages can be created year-round if board members are interested.

- c. FY2021 Board pledges
21% of the Board have participated in FY2021 giving, generating \$3,160 in unrestricted funds. Board members are asked to complete and return the FY2021 pledge form as soon as possible. Holden will follow up in January.

Contributions of board time, valued at \$50/hour, are important in demonstrating match-funds for CH's FY2020 NEH grant, and should be submitted on the Time Contribution Form. Brynda Shingles will send each board member an estimate of donated hours. A confirmation is needed. Completed forms should be returned before January 8 in order to include the donation in the FY2020 audit.

12. Finance and Infrastructure Committee (Lee)

- a. FY2020 financial status
Income appears to be down, however CARES Act and PPP funds are not yet listed in the statement. When those are added, income is \$350,000 over budget.

Changes in staffing have reduced salary costs by about 6%. As a result of programs cancelled or being moved online, expenses for contract consultants are below budget by 50%. Venue expenses are at 20% of budget. Travel is 15% of budget. Lower expenses are due to changes in program implementation, and online board and other meetings. Expenses for the Federation conference are 25% over budget due to the Hawaii trip, but that is offset by a stipend from NEH and Board members paying some of their own expenses. Subscriptions have tripled due to increased online services.

Coval estimated a year-end balance of about \$200,000, half of which is funds restricted to programs, to roll into FY2021.

- b. Scheduling FY2020 audit
Coval hopes the audit will begin the last week of January.
- c. Investment and endowment funds report
There is currently \$350,000 invested with Schwab and \$50,000 in Community First Foundation. The funds are reliably following the market, and there are no concerns.

- d. Looking at socially responsible investing
CH's Schwab advisor will meet with the Finance Committee for a preliminary discussion on socially responsible investments. An overview of current funds will be provided. Unless there is something particularly objectionable, current allocations will not be changed. Determining what is "socially responsible" for the organization is the first step. Discussion followed.
- e. Office space lease
CH's current lease expires January 31, 2022. Notice of intent to renew or move must be provided by April 30th, 2021. Staff are working with real estate agent Alec Wynne to investigate other spaces available or renegotiate. There is no intent at this time to purchase space.

13. Gift solicitation lessons learned

Best, Dadone and Lee shared advice and ideas for approaching potential donors/sponsors. Suggestions included:

- Send up to 8 appeal letters throughout the year, starting 6 months after the first gift. Continue until less than 1% return is generated.
- Determine that there is an affinity for CH in general or a particular CH program. If not, don't bother them further. Be respectful.
- Don't focus on current events. For businesses, focus on benefits.
- Get to know your prospect and build relationships. It can take as much as 2-3 years before it's appropriate to ask for a donation.
- Do research to know what kind of ask to make. Don't under or over ask.
- Write letters to personal contacts. Ask friends and family to donate in support of your personal interest. Do not ask for a specific amount.
- Utilize CH greeting cards and letter templates.
- Bring prospects to CH events. Purchase guest tickets to share.


Discussion followed.

14. Other business

There was no other business.

Adjourned.

The Board of Directors Minutes have been approved by the Board, and signed on this 17th day of March, 2021.

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