

Executive Committee Meeting
Minutes
November 20, 2024

Present: Kalish, Etter, Fajardo, Keith

Absent: Jones, Jr.

Staff: Coval, Olivier, Albright

1. Review minutes of October 16, 2024 meeting

Approval of the October 16, 2024 minutes was postponed until the next meeting

2. NEH Site Review Report - draft received

The Committee discussed the NEH Site Visit draft report. It cannot be quoted, published, or shared outside of CH until it is official. Coval mentioned that it is the best example of a site review she has seen. The staff and Board have already been in conversation about many of the issues mentioned, e.g. health insurance, fundraising, program evaluation and planning.

Elaboration on some of the site visitor recommendations would be helpful if CH were to engage a consultant to help with a strategic plan. Executive Committee members will take time individually to read the report. The Committee will then discuss it further, for presentation to the Board at the March board meeting.

3. Committee reports with focus on committee led discussions planned for December 7 board meeting

a. Program Planning and Evaluation (Etter)

Etter conveyed the Programs Committee's recommendation to disassociate with Helping Education, and dissolving Motherread/Fatheread Colorado. Helping Education does not plan to provide needed updates before 2026. Staff member Karen Murphy will provide withdrawal support for current partners, and perform an early childhood/family reading needs assessment for the state, to determine what future programs may be beneficial.

Motion by Etter to recommend to the full Board the cessation of the relationship with Helping Education, and ending Motherread/Fatheread Colorado, and its related programs.

Seconded by Keith

Vote: unanimously approved

The NEH activities and outcomes report is due soon. The data compiled will be useful for evaluation and planning.

During the board meeting, the Program Committee will lead a conversation directing all board members to help spread awareness and drive engagement. Discussion items will include:

- use of personal social media to help advertise events
- identifying at least one CH program to attend during the year
- development by staff of a promotional toolkit for Board use
- quarterly marketing report provided by staff to track efforts
- program evaluation; what data is useful (After reflection, the Board will provide feedback on this question at the March board meeting.)

b. Governance and Nominating (Fajardo)

The Governance and Nominating Committee continues to work on current leads. The planned board meeting conversation will include:

- collecting stories that reflect CH impact
- recruitment of board members in alignment with CH values
- Communicating CH's mission
- developing a culture of outreach so it will be second nature to board members e.g. inviting guests to attend programs

c. Development and External Affairs (Jones, Jr.)

The Development Committee is considering a suggestion to cultivate relationships with donor advised funds managers. Other possibilities to increase giving are to implement more robust CRM practices, and implement a planned-giving program. Suggestions for other strategies to reduce the funding gap are welcome.

d. Finance and Infrastructure (Keith)

The Finance Committee will meet later this week. Keith reminded the Committee of the significant shortfall presented during development of the FY2025 budget. Strategizing now and diversifying income streams will be necessary for a balanced budget in future years.

Jim Carpenter has agreed to give a tutorial during the board meeting on how to read a financial statement.

4. Discuss December 7 board meeting agenda

The December 7 board meeting may be extended by an hour, allowing 30-45 minutes for presentations. In order to devote adequate time and attention to each topic, the Committee agreed to move the Governance and Nominating, and Programs, Policy, and Evaluation conversations to the March board meeting.

Next meeting: December 18 at 2:00 pm

Adjourned.