

Executive Committee Meeting
Minutes
December 18, 2024

Present: Kalish, Etter, Fajardo, Keith

Absent: Jones, Jr.

Staff: Coval, Olivier, Albright

1. Committee reports or plans for upcoming meetings

a. Program Planning and Evaluation

An application for an additional \$40,000 from the NEH initiative United We Stand is in process. Proposed program activities will support community conversations.

Conversations among facilitators will also be scheduled, so they can share, brainstorm about how to meet their own community's goals, and learn from one another.

b. Governance and Nominating

After the first of the new year, Fajardo will send the Committee a reminder to review information on current board member prospects. Discussion about Board attendance policies, and planning for the board meeting conversation on shared nominating responsibilities, are pending.

c. Finance and Infrastructure

Two members of the Finance Committee met with the Development Committee for a discussion on messaging and strategies to address the funding gap. Both Committees feel it's important for the Finance Committee to be aware of Development Committee plans.

d. Development and External Affairs

The Development Committee will host a discussion at the March board meeting. The full Board responsibility regarding fundraising must be made specific.

Board members will be asked to determine how they can use their individual talents to support CH fundraising, and to think about how they would talk about what CH is; how they convey what they do as a board member; and why. Fajardo will talk about the family and friends letter she sends in December.

The group will brainstorm a menu of options for outreach that will allow fundraising to be more accessible to those without fundraising experience. It will be conveyed that there are many ways to be involved in relationship building that don't require a direct "ask," e.g., making introductions, inviting others to attend a program, hosting a dinner event, or suggesting others who might be a good successor for their board seat.

2. Tasks following board meeting fundraising presentation

a. Draft plan and timeline

The Development Committee, along with staff, will work to create a plan with strategies and a timeline for next steps, including the development of a list of “champion” donors/supporters.

- b. Work on one-page doc to use in meetings with prospects
Staff will design a one-page outreach flyer patterned after the document that was shared by Taylor Voss at the December board meeting.
- c. Develop video concept to use in meetings
Jones, Jr. will ask his college interns to help create a brief video to promote to prospects the value of “investing” in Colorado Humanities.
- d. Schedule meetings with individual board members
Starting in January, Jones, Jr. and Kalish will meet together with individual board members in half-hour Zoom meetings, to explore how the board member may participate in outreach and fundraising.

3. Other business

There was no other business.

Next meeting: January 15 at 2:00 pm

Adjourned.