

Annual Member Meeting

November 12, 2017

12:30pm

Board of Directors present:

- Susie Kaldis Lowe
- Patti Kaech
- Mary George
- Ulli Lange
- Dave Mitchell
- Carol Newman
- Nadine O'Brien

Absentees:

- Outgoing secretary: Jen Sanborn
- Staff: Kate Rawlinson

Welcome

Susie Kaldis Lowe opens with an introduction and then reviews the mission of the Coalition.

Dave Mitchell addresses the membership

In 2013 he was approached to join the board. He jokes that he's not creative, but they say that they wanted diversity on the board. He does have organizational skills. So you may not have creative skills but we do need people who can contribute. We're pro North Fork and our mission is economic development. We need man power to get the job done. In order to do more, we need more people to help out.

Susie provides info on when the board meets. She also relays that the 2018 goals are economic stability and structuring our financial plan. Q&A will be at the end of the meeting

Treasurer's report: Mary George

Mary reviews financial reports. In 2017 there was no fundraising dinner. In the past the dinner was a large contributor to the finances. This is also why there's a deficit.

- *Grants*
 - Colorado Tourism Office (CTO) and Orton (\$5,000) provided grants this years. CTO \$25,000 grant was a partnership with other organizations in the valley. There were ads on the front range and featured articles. The CTO Grant helped organizations fine tune websites for those organizations who chose to use the money for this purpose.
- *Membership*
 - Membership will move to calendar year January-February renewal.
- *Overhead*
 - There is no real overhead - no office rent. Kate worked as contractor and staff employee. Main overhead expense is insurance.

The BOD wants to increase fundraising in order to increase programs. We're looking for a grant from Colorado Creative Industries (CCI) for \$10K but need a match for operating and district branding and signage.

Financial Q&A

Q: What comprises the marketing expenses?

A: Marketing expense came out of a difference of contract services and payroll; contract website development, 2 writers for articles in Edible Southwest and Edible Aspen magazines.

Q: Will there be any carryover from 2017 to 2018?

A: Depends on what happens over the next 6 weeks. The budget has yet to be approved.

Q: How does NFVCC get grants?

A: The organization has not focused on fundraising. We needed 3 years under our belt in order to apply for larger national grants. Grants should comprise about 35% of operating budget. We're a young organization, only a 501(c)3 for 3 years. We've learned from our mistakes and successes, and now know what to focus on.

The three main pillars of the coalition are marketing, professional develop, and economic development. We're also becoming more strategic. Additionally, NFVCC has not approached municipalities for funds. CCI wants to see partnership with municipalities because they want to see "skin" in the game. CCI also talks about tax deductions/credits. So far we've requested \$2,500 from County Commissioners to help out on the \$10K CCI grant match.

Q: Are we registers for Colorado Gives Day?

A: Not this year - We did not register in time for the August due date. Will also look for corporate sponsorship, in and out of the area.

Q: Was there a carry-forward from 2016 to 2017?

A: What you see is 2017 numbers. The carryover from 2016 is what is currently carrying us.

Q: (Andrea Lecos question)

A: Monies from municipalities have been requested. NFVCC is starting a good relationship with Town of Paonia, and Mary from Town of Hotchkiss provides information on Hotchkiss's status. There's a good relationship with Delta County Tourism office. Some in-kind donations have been collected totaling around \$4k.

Q: How is the lodging tax allocated?

A: Lodging tax goes to fund Delta County Tourism - County Commissioners set Tourism's budget.

2017 Accomplishments

- CTO Grant requires strategic partnerships. We wanted to reach outside of area to draw people here. Partners may not have a budget to do so. So that was the goal, to act as an umbrella organization.
- Administered \$5k grant from Orton Foundation to map assets of NF Valley. There is a little money left for an interactive online map. Received a lot of info that we need such as: a need for more activity for youth, a want for walking trails, etc.
- There is a \$2M grant from HUD for Space to Create.
- Hired Kate Rawlinson to be program manager. She comes to us with tons of experience from Miami.
- BOD development: Attended CCI summit - amazing info from summit; next summit in Greeley in early spring
- Partnered with Delta County Hospital for purchase of \$20K in local artwork. It was great for a nonprofit and hospital to work together. Hoping to do a rotating art exhibit in the waiting room of the clinic, pending hospital approval. If approved, we've asked Hotchkiss Fine Arts Association to be the first exhibit.
- Conducted Art Talks - Interested members met on the third Thursday of the month from January-July. We received good feedback on consistency. We'll be restructuring to

possibly offering it every other month going through December. Looking at grants to bring in professionals (i.e. website design, branding, etc).

- Please provide suggestion so that we can deliver what you want. We may rebrand the name “Art Talks” to something more applicable. Professional development services is a keystone of our mission.
- Space to Create - NFVCC has been working with the town to make this happen. Thanks to Elaine Brett for her help and to Karen Good who drove the discussion.
- Elsewhere received an Art in Society grant.
- Hosted kids activities at Pickin’ in the Park.
- Participated in the Cherry Days parade.
- Participated in the Kids Pasta Project and raised \$1,300. They received a complimentary NFVCC membership.
- Provided a report to Delta County Commissioners and Planning Commission.
- NFVCC has approx. 130 members.
- Hosted Art and Ag tour for the 2nd year, and will plan for one next year. Learning a lot about how to improve. Will look at grant opportunities (i.e. monumental sculptures on farm lands).
- Creative county place making challenge - through the county; 6 people on team one a commission member for networking opportunity.

2018 Goals

- Recertification application for creative district due in March 2018. (See sheet on certification of creative districts which affects us as in geographic area.) Currently, three towns and in between are included in the NFV creative district. CCI’s definition of a creative district means geographical, contiguous (walkable) district. Our three-town creative district no longer complies with the guidelines. In talking with CCI, they are encouraging a restructuring and to reapply as the Paonia Creative District. The NFV Coalition will include entire NFV and market the entire NFV. The Coalition will keep current logo; however, the creative district will be rebranded and boundaries redrawn to downtown Paonia. There is a NFVCC BOD strategic planning meeting on 12/19 where this will be further discussed.
 - Q: Will the river park be part of the creative district?
 - A: yes
 - Q: How often is the recertification required?
 - A: Every 5 years.
 - Q: What happens if not restructured?
 - A: NFV won’t be part of Creative District program.
- Only a few things have been done for the entire valley. All three towns want something different, and there’s limited budget. We can focus on Paonia. Hotchkiss and Crawford will receive support from Colorado Creative Industries, if they want it. There is separate support provided from CCI for these areas. In addition, Creativity Lab can provide some support to these towns. We are not leaving the towns in the lurch, we just need to restructure boundaries for the district. Hotchkiss and Crawford can apply on their own for creative district if they choose.
- Space to Create Paonia is an affordable housing and workplace development project. Created by Colorado Economic Development. There is committed finances, resources, technical assistance, and consulting to do nine different projects in nine rural towns. Paonia is the third. Trinidad was funded \$11M, Ridgway is currently in pre-development, and Paonia, recently approved, is in year 1 of feasibility study. The application goes through the town, who is fiscally responsible. Susie is on the Executive Team with Elaine

Brett, Mary Bachran, Barry Pennell, Karen Budinger and Ken Knight. Artspace, of Minneapolis, is the consultant and main driver. They will visit January 16-18 for focus groups. This will be a feasibility study that Art Space will facilitate. Need business leaders, artists, civic leaders and other stake holders to attend. Members will be invited. In the summer, an arts market survey will be created and distributed. These must be completed to ensure that it is feasible to have a Space to Create in Paonia. Funding from Boettcher Foundation and a DOLA grant will be used to fund the feasibility study. Additionally, a Vista employee will be hired to support the project. This is a game changer. This study will help decide number of units, associated businesses, teen centers, etc. Tenants must qualify as low income.

- Participating in a creative corridor with Carbondale, Crested Butte, Ridgway, Salida, and NFV. This will be similar to a scenic byway. Will market heavily. Very exciting to have regional partnership. Each Creative District contributed a \$5k grant - NFVCC contributed \$1,000, Delta Tourism contributed \$2,500 cash and \$1,500 in-kind. Grant is managed by Carbondale Tourism.
 - There is a review of new contribution levels (see hand out).
 - Some discussion about creative directory. Hard copy may not be practical because there are many left over and it is hard to update. Will keep an online directory.
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- Q: Anniversary dates?
 - A: Currently an administrative nightmare-moving towards calendar year, talking about pro-rating August-December sign-ups.
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- Q: When to renew?
 - A: Everyone will receive a renewal notice via email and plus you can renew at this member mtg; not much snail mail.

Organization Partner Reports

Blue Sage Center for the Arts, Annette Chozsyck

Experienced financial issues early in year due to a short fall in cash flow. They are working on sustainability where they created a corporate sponsorship level which has helped them count on a certain amount every year on a major level. They have also revamped their website. The 5th Annual Grand Vin is a time to celebrate local wineries. All of them participated. Tastings are held and then an auction of wines. Coming up: Community Chorus fall concerts, 25th Annual Art Fair on 12/1-2, local non profits will be provided an area at the festival; 12/9 is the next classical concert; On 3/24 there will be a big band concert at the Paradise. Look at the website for all event info.

Creamery - no one represented

Elsewhere, Karen Good and Carolina Flores

Art residencies are the main program. Residents since 2011 include writers, composers, artists, etc. from 28 states and 12 countries. Residents stay for one month. The residents love the area. Many come from cities and haven't had experience in the country. The Art in Society residency grant is next summer and will target socially engaged projects. There are other partners in this grant. This project bridges science and art. Topic is protecting our valley. End of the project will be a celebration through a symposium with speakers from around country. They will look for add'l funding for the symposium. They have a Vista employee to manage the project. Challenges: funding, they raise 40% from residents; remaining through grants, etc. Always looking for donors, patrons, need bodies for BOD and committee. Carolina talks about her residency, and how it changed her life.

Hotchkiss Fine Arts Association, Gary Hall

HFAA started in 1958 and they currently have 32 members. The goal is to support members through all different media. They will put together a series of workshops, first sculpture, and next month life drawing at the Creamery. Meets at the Creamery on a monthly basis. Challenges not quite like large arts organizations, so there no real overhead. Their challenge is to maintain enough volunteers to get things done.

Mountain Harvest Creative, Heidi Hudek

MHC is a year-long organization that celebrates all of the arts of our valley through the September festival, support kids learning with the Arts for All partners with Blue Sage and The Learning Council. This program was expanded to summer classes. Challenges: funding, the festival is community sponsored. Income minimal. Arts for All is funded primarily through grants. Manpower is a problem. There's a board of 7 and herself as executive director.

Paradise, Sunshine Knight, BOD names (2)

They had a great year, half way to goal for preservancy campaign that benefits Mountain Harvest. The green room has returned at Ben Lehman's gallery. There was a \$5K power upgrade. And they passed the inspection. There is dDiverse programing, Pickin' at the Paradise, getting positive input on what people want to see; a lot of diversity in programs; 5 fire districts will be honored through a film to honor them. They have a full board but two positions are opening up in December. Volunteer and staff positions are full. First time in year and half. Elaine Brett has helped them write grants. Trying to come up with creative fundraising. Fundraising: Trio, Colorado Gives, Gabriela Louise concert; Challenges: struggles with fundraising.

Learning Council - note from Alicia to Susie

VOGA, Jim Brett

VOGA has increased membership due to collaboration with The Learning Council and encourages more collaboration.