



## Board Meeting Minutes

Attendees: Susie Lowe, President  
Patti Kaech, Vice President  
Mary George, Treasurer  
Carol Newman, Secretary  
Dave Mitchell, Member  
Spencer Lightfoot, Staff

Absent: Nadine O'Brien, Member

4:14 pm Call to Order

### Accept & Approve Minutes from December Board Meetings - Carol Newman

- Motion to approve by Mary, Dave seconds, all in favor: Yes

### Treasury Report - Mary George

- Mary will email financial report(s) so that people can review before meeting; Currently, we are in the black; Starting 2018 with a positive account
- Carol will check on restricted donation account regulations
- Recommended to solicit donations twice year
- Susie recommends a meeting outside of board meeting to establish specific donor targets

### Program Manager - Spencer Lightfoot

- Spencer was presented a contract for Program Manager; Kate is now a grant writer for NFVCC; CCI requires a paid program manager and Spencer in this role fulfills this obligation; Spencer is focused on membership and the Creative District right now and going forward other responsibilities will be added
- Spencer has met with Susie and Kate for transitioning duties; She will work on streamlining processes
- Sales Force is being reviewed for use in tracking membership, donation campaign and event management in addition to data analysis will be available through the system.
  - Annette Pretorius will be paid for implementation if system expense is approved. The system will be at no costs; however, Annette's implementation fee is \$2,500.
  - Discussion was held about the cost and whether NFVCC can afford it. Mary volunteers to look at Sales Force to see if she can implement. There is Network for Good system, but it's \$200/mo. As a cost saving measure
  - Carol asks about setting up a separate business unit on an existing unit (i.e. Blue Sage's system). Although, this may be possible, it may not be in the best interests of NFVCC.
  - Annette and Spencer discussed whether strait data entry vs upload spreadsheet will be better.
  - Annette will be invited to February board meeting by Spencer.
  - Annette advised Spencer that an IT policy and procedure is required to implement Sales Force. Carol will draft.
- Spencer is working on calendar for art talk and mixers (quarterly);
  - Art talks scheduled for 3<sup>rd</sup> Monday in March, May, July and September;
    - Brian Maul will conduct first art talk on prints and presentation
    - Happy Data will join as a business member and provide budget packets for members at a discount, maybe have a member mixer at her office
    - Carol volunteers to talk about business plans for artists
    - Dave knows someone about art restoration
    - Mary offers Edesia venue for art talk on value added foods, Technical College of the Rockies will be utilizing the kitchen and may be able to talk

- Literary art talk suggestions - Rita Clagette?
  - Mixers will be held in April, August and then December for the holiday party; Patti volunteered Needlerock for mixer on Friday, 1/26<sup>th</sup>, 6-8pm or 5-7pm
  - Susie and Spencer will work on an events rack card
- Dave recommends a member party at Pickin' in the Park. NFVCC is in discussion with Arts for All to assume the Kids tent at Pickin' in the Park; NFVCC will contribute \$100 to that effort
- We have chosen another date for the Art and Ag tour that doesn't overlay or conflict with Farm to Fiddle. Target dates for tour is Labor Day (8/31-9/4); Market for whole weekend pass (4-day weekend tour) with Creative Corridor; Starts with final Friday art walk, and Saturday, 9/1, for Art and Ag tour + Celebrate the Fork dinner; there may be a grant for 3-4 sculptures at farms for presentations
- Membership prorated 8/1 on get 25% off

## Strategic Plan

- 2018 Budget - Mary has done some review work on the budget, but needs clarification on detailed initiatives; Susie will meet with Mary and fine tune
  - Income
    - Fundraising \$7,200
    - Donations \$10,000
    - Grant \$30,000 - Elaine will assist in writing grants; kate is researching opportunities
    - \$10,000 CCI
    - Anschutz \$10,000
    - \$10,000 Musser fund
  - Possible grants
    - NEA grant table for 2019 budget
    - Artworks
    - Our Town
    - Challenge America
    - Art Place for sculptures
    - Citizens institute on world design, Orten is a partner
  - Expenses
    - \$1,000 for S2C
    - Creative district (develop)
    - \$2,000 rebranding
    - \$4,000 signage
    - \$1,000
    - Add in S2C vista employee expense amount
    - \$3,000 program manager and member services
    - Need to add in Annette's proposal for sales force
- Vision, Mission, Values Statements
  - Vision - A thriving community where art and ag meet.
  - Value - We believe in the value of creativity.
  - Mission - Our mission is to impact the local economy by supporting and expanding creative industries.
  - Goals, Objectives, Action Steps for next 3-5 years - review spreadsheet sent out and provide feedback; discussion at next month's board meeting
- Patti, Spencer and Susie will meet the Thurs, 1/25 at 11:30 am about major donor solicitations
- Professional Development Workshop with Region 10

## Fundraising

Thank You Letters - Mary sent out  
 List of major donors to solicit - meeting set to discuss  
 Grants - see above

## Space to Create Update

- Focus Groups with Artspace: January 16 and 17 - invites are out
- Community Meeting: Wednesday 1/17 @ 6:30pm @ Paradise Theatre

#### Additional items

- Elsewhere Studios - Reviewing potential studio space for local artists - they are looking into renting the UHaul building which needs to be renovated to provide studio space
- Schedule February Meeting - 2/7 at 4pm at Needlerock

#### Adjourn

*Minutes submitted by: Carol Newman, Secretary*