

NFVCC Board Meeting

December 6, 2017

Attendees: Susie Kaldis Lowe, President
Patti Kaech, Vice President
Mary George, Treasurer
Carol Newman, Secretary
Dave Mitchell, BOD member
Nadine O'Brien, BOD member
Kate Rawlinson, staff

Visitors: Shannon Richardson (potential board member)
Erik Ingraham (potential board member)
Lauren Blair (potential board member)

Absent: None

Meeting called to order at 4:06pm by Susie Lowe

1. Susie talks about potential board members visiting meeting. Recommends attending a couple of meetings before deciding to join the board. Susie is also preparing a board member packet.
 - a. Visitors:
 - i. Shannon is a local painter and is currently on the gallery committee at the Blue Sage. Wants to see if she can contribute at the high level she normally operates at. Shannon states that she has experience with grant writing.
 - ii. Erik is a painter and designer. He is interested in participating in the development of the art and ag tour. His wife, Ildi, will like to help out organizing the tour, too. They can work as a team.
 - iii. Lauren Blair is a writer/journalist. Her husband, Yuri, has an interest in NFVCC as a film maker.
2. Board meeting minutes: Mary motions to approve October and November minutes; Nadine seconds, Dave abstains.
3. Strategic meeting at Wiseheart set for Tuesday, 12/19. Visitors are welcome to come.
4. Today the board will work on donor letters.
5. Ulli Lange and Jen Sanborn have resigned from the board. The secretary seat is now open, and Carol Newman volunteers. Patti nominates Carol, Dave seconds, all aye.
6. Annual meeting minutes completed and will be distributed. Please note and respond to comments in red to complete missing information.
7. Treasury report, Mary George
 - a. 2017 report -
 - i. approximately \$4,200 in bank
 - ii. A PayPal transfer was recently completed
 - iii. Net income is \$3878.77
 - iv. Pending transactions
 1. Pay out salary for November and December for 2017

2. Need to raise \$6K to break even at year end
 - b. Colorado Tourism Office
 - i. CTO is owed \$600 over a mix up due to not spending enough for SEO. Allotted more money than spent.
 - ii. For the budget they calculated 25% across the board but the other organizations didn't follow guidelines; however, CTO was generous and didn't penalize us.
 - iii. Nfvcc learned a lot about this process, and it helped with the donor letter in that \$25K was spent on economic development.
 - iv. The issue is that there were so many partners to track. Next time there will be less partners and the focus will be on the art and ag tour. Additionally, Nfvcc will centralize transactions.
 - v. CTO allowed Kate to redesign form so that it was easier to report the numerous partner transactions. She was informed that normally the funder would send out checks (i.e. process vendor payments). There was no administrator fee for Nfvcc collected from other organizations.
 - vi. For 2018, Nfvcc is partnering with Carbondale Tourism, and we are required to pay up front.
 - c. The \$10K CCI matching grant can be used for many items. The \$2,500 is expected from the town and will be used towards meeting this match.
 - d. High Country Printing will contribute \$250/quarter. Susie will be contacting other local business to solicit \$500/pa. Bill Koch will also be contacted. Mary will write to him. Other targets: Wells Fargo, WalMart, etc. Patti will draft a letter for her and Dave's signature to send to Title companies (3).
 - e. This is year-end push and the fundraising committee will research more opportunities.
8. Membership
- a. Kate passes around a list of members that still need to be renewed. Membership renewal forms from annual meeting can be used to provide missing information on the list. Mary will provide the forms to Kate. 47 names need to be called. Nadine asks if people join now, does their money apply to all of 2018; answer via Susie is, Yes. Talk ensued about pro rating membership dues by half after 6 mos. into the fiscal year. No decision was made about pro rating.
 - b. Annette Pretorious was to provide a proposal to Kate for Sales Force. There are other alternatives that are expensive. Annette says this system should be free, and she will find out if there's a possibility for all organizations to have access. We can discuss further at strategy meeting.
9. Space to Create
- a. Behind the scenes, the town received \$35K from Boetcher. \$12,500 paid out to Art Space. Art Space (AS) will be here to facilitate focus groups in January. Target groups: arts and arts organizations, businesses, finance and funding, and civic leaders. We can have up to 25 people for each group. Susie solicits ideas for invitees. AS will arrive on 1/16. There will be a 2-hour walking tour for site consideration. Actual site selection happens in a year. Shannon offers 2nd story studios for a focus meeting location.
 - i. AS visit Itinerary
 1. Tuesday, 1/16
 - a. 3pm-5:30pm = Site walking tour
 - b. 5:30pm-7pm = arts and arts org focus group at Remedy
 - c. 7pm = main group has dinner
 2. Wednesday, 1/17

- a. 9:30 am-11:00 = finance and funding focus group at Edesia
 - b. Lunch = Mary to cater with a \$250 budget.
 - c. 1pm-2:30pm = civic leaders focus group; maybe at Blue Sage
 - d. 3pm-4:30pm = business focus group
 - e. 7:30pm = Public meeting at the Paradise Theatre. Will have a party atmosphere with kids dancing, singing, etc. It'll be interactive and free.
 - 3. Thursday, 1/18
 - a. Morning = Wrap up meeting, and then they depart at 11am.
 - ii. At the very least BOD members are to attend the public meeting, and then one focus meeting:
 - 1. Mary - business, arts and arts organizations
 - 2. Patti-business, civic leaders
 - 3. Nadine-arts and arts organizations
 - 4. Erik-arts and arts organizations
 - 5. Carol- finance and funding, civic leaders
 - 6. Kate - arts and arts organizations, finance and funding
 - 7. Dave -business, civic leaders
 - 8. Shannon - arts and arts organizations
 - 9. Lauren - arts and civic
 - b. Possibly meet in person with local businesses about the upcoming meeting to educate and find out what questions they have. Definitely invite them to the Paradise meeting.
 - c. Planning to activate the steering committee after focus groups. Will see if there's more interested people who want to participate. Right now, the AS executive committee is:
 - i. Handling contracts and grant requests
 - ii. After January, it'll take AS 1-2 mos. to summarize findings and submit a report
 - iii. April to June, there'll be an online survey hoping for 500 responses in and out of the valley
 - iv. In the fall AS will present findings then will transition into pre-development. There's some creative funding ideas.
 - d. Funding streams is very crafty. There's a stream for nonresidential (gallery, theatre, etc.) and then one for residential. Trinidad's nonresidential and residential funding is broken down by Susie. The town is owning nonresidential, and AS is owning residential. There's an on-sight manager for residential. Rent money goes into 2 funds for operations and capital expenditures. BOD discusses who will manage residential for Paonia, possibly AS for residential due to their experience. AS has experience in dealing with gentrification. Another option is Delta County HUD. NFVCC may manage non-residential and obtain office and gallery space.
10. Strategic Planning meeting = Tues, 12/19, 9am-4pm at Wiseheart,
- a. Nancy Murphy is facilitating
 - b. Mary will take charge of food
 - c. Old strategic plan was sent out a while back. It basically covers three areas: membership services, creative district, Space to Create.
 - d. Signature events: arts and ag tour (there are grants for this); celebrate the fork dinner with higher ticket prices and high-level entertainment; BOD should look at website for mission and goals. Survey results indicate that members want informal mixers. Possibly provide a mixer every other month then art talks during offset months.

11. Next board meeting on January 10th. 4pm, at Needlerock Realty

Minutes submitted by: Carol Newman, board secretary