



Board Meeting Minutes

Attendees: Susie Lowe, President
Patti Kaech, Vice President
Carol Newman, Secretary
Dave Mitchell, Member
Spencer Lightfoot, Staff
Nadine O'Brien

Absent: Mary George, Treasurer

Visitor: Annette Pretorius, Happy Data Management
Melissa Culotta, Attorney-general practice

4:06 pm Call to Order

Annette Pretorius, Happy Data Management

- Annette talks about her proposal to implement Sales Force data system for NFVCC. Sales Force is a relationship data base that tracks donor data (i.e. who, what and how much), generates thank you's, tracks members and member benefits, and can integrate online membership to the system. Sales Force also has a project management component. There is the ability to replace PayPal with Click and Pledge that is comparable to PayPal. Click and Pledge has a per transaction fee.
- Dave asks about the ability to interface with our other systems such as tracking volunteer hours. Annette relays that it will and goes on to say that there is a MailChimp interface, but it didn't work at the Blue Sage when she worked there. There is an additional charge for the interface with MailChimp. There is the ability to track grants and grant reports. Susie also asks about tracking expenses for grants for reporting purposes. Annette says, yes, but it's another application that will interface with bookkeeping (QuikBooks). There is Task Ray which is the 3rd party application that works with Sales Force at no additional cost. The best benefit is that Sales Force tracks all of the above and analyzes data. In regards to consulting fees, Annette usually bills upon project completion, but can work with us on scheduled payments.
- Dave and Patti ask about cost savings – will implanting Sales Force save money and time for Spencer, and will it consolidate the various reports Spencer has to review to consolidate information.
- The bulk of the cost is up front and then going forward there are maintenance fees. In addition to the data system, Annette will create operation and user manuals, plus, in-person training. The system can sell tickets through Click and Pledge where templates are created to sell tickets, memberships, etc.
- Carol talks about needing a validation/audit process to ensure accuracy (garbage in/garbage out), and the need for standardization of data entry to ensure proper reporting.
- There are 10 licenses (seats) available. Susie looked at Network for Good which is \$200/mo. and caps out at 1,000 records. Network for Good is only a recordkeeping system whereby Sales Force manages workflow.
- Separate business unit on another organization's system will not be to our advantage due to complexities of originating systems.
- A contract will include more specifics. MailChimp will not be included but can be outside of project or at no additional charge. Annette estimates 6-8 weeks to implement. She will send out another proposal with an expiration date noted on the proposal.
- Discussion was held about approving packages. No decision can be made until Mary can participate. The CCI grant may be used for this purpose but we need a match in order to receive grant.
- Carol talks about how to stretch out project to diminish 2018 expense such as work on workflows, communications, etc. then start to implement around August so that monthly payments are minimal and

bulk of expense is in 2019. Musser grant may also cover this expense. Susie sees Sales Force as a major priority, especially, with the fall fund raising effort.

Accept & Approve Minutes from December Board Meetings – Carol Newman

- Patti motions to approve, Dave seconds, all in favor: Yes

Treasury Report - Susie

- Discussion was held about needing a cash flow report for each meeting
- The P&L report was discussed and it was noted that Christy Eller was paid for services from 2017. A check was also cut for Carbondale for NFVCC's portion of the Creative Corridor.

Program Manager - Spencer Lightfoot

- Spencer has been working on the back end of website to see how to improve it.
- Memberships – a request was made to place information on Google docs with pertinent membership data, and tracking information on membership from board member calls. Mary sent Spencer a QuikBooks report to help track the success of the calling/letter campaign
- Collecting letters of support for 2 initiatives, 1) recertification of the creative district, and 2) the USDA grant for rural business development. Sent a request letter to host small business workshops in the NFV.
- Arts for All has declined taking on the Pickin' in the Park. Spencer recommends getting other organizations to take on one event. NFVCC is paid \$100 for coordinating and for supply expenses. Patti recommends getting the cheerleaders and other kids to help out. Maybe kids can walk the crowd to collect donations.
- Next member mixer at the Cirque, Thurs, 4/12. Casper Keil's show will be up.
- Art Talks don't have a large attendance so working on a possible workshop in October. On the survey, people wanted more social time and that's what they used for art talks for. USDA grant may be used for bringing in someone from the outside to conduct a 6-hour workshop. 3rd mixer at Pickin' in the Park, 4th mixer is for holiday party at Edesia.
- Calendar is getting populated.
- Creative Corridor is being launched at CCI annual conference. It will also have a booth at the CTO conference in the fall. Spencer is contacting people and businesses for pictures to use for marketing NFV and Paonia Creative District. Colorado.com will have a calendar of when events line up between the creative districts. NFVCC needs to think about the marketing verbiage to be inclusive about neighboring towns and looping them into the creative corridor.

IT and Social Media Policy

- BOD is to review and get back to Carol with comments, and she will provide update at March's BOD meeting.

Logo

- The logo will be updated for the Paonia Creative District
- NFVCC is having an update of a more colorful logo and a red palette for PCD to go along with local school colors
- Estimated expense of 6-8 hrs at \$75/hr
- NFVCC will use the original graphic artist instead of hiring a local graphic artist to recreate an entirely new logo. Carol motions to hire Tracy, Nadine seconds, all in favor Yes

Strategic Plan

- Elaine provided guidance on moving the descriptions of the programs forward and finance to the back
- 2018 Budget to include –
 - Income
 - Possible grants
 - Expenses

- There is a workshop for SW Creative Place Making Summit at the Univ of Denver, and is CCI sponsored; Elaine, Susie and Spencer are going, anyone else? Dates are: April 6-7. Mary George may go in addition to town administrator, plus, Barry Parnell may attend. Susie will also extend invitation to Elsewhere Studios.
- Creative districts are convening in Greeley on May 9 before the CCI summit which is 5/10-11. The convening is free for BOD members and the summit is discounted at \$100 for registration and discounted hotel. Susie will forward information.
- Art and Ag tour committee: Patti, Mary, Carol, Spencer, and Erick Ingraham; Patti will chair
- Carol will handle organizational documents.
- Nadine will work on public art.
- NFVCC is a partner on Elsewhere's Inspired: Art at Work. Carol will be the liaison on project. Elsewhere requested an additional \$4000 from all partners for another resident. Patti motions no, Carols seconds, all in favor, yes.
- March's meeting 3/7th, confirmed

Adjourn

Minutes submitted by: Carol Newman, Secretary