



Board Meeting Minutes

Attendees: Susie Lowe, President
Patti Kaech, Vice President
Carol Newman, Secretary
Nadine O'Brien, BOD member
Melissa Culotta, new BOD member

Absent: Mary George, Treasurer
Spencer Lightfoot, Staff

4:12 pm Call to Order

Welcome and Vote for New Board Member, Melissa Culotta - Susie

- melissaculotta@gmail.com Patti motions to approve, Nadine seconds, all in favor? Yes

Accept & Approve Minutes from December Board Meetings - Carol Newman

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

Treasury Report - Susie

- See February P&L
- Fundraising committee needs to solicit potential high donations
- Members who have expiring memberships will receive notices for dues
- Discussion was held that a cash flow is needed in addition to P&L; will target April's BOD meeting
- To better track expenses and watch for trends, data for a graph will be collected from a cash flow report to monitor month to month cash flow over the upcoming years

Program Manager - Spencer Lightfoot (via phone)

- See Program Manager Report
- KVNF's Alpine Bank grant: we will apply for this grant at the \$400 level to use for several events;
 - Grant application dates are: 3/30 and 7/1 and 10/1 are due dates
 - Ashley will work with us on the best time to execute ad
 - Q: can we apply multiple times? When do we hear about approval?
- Jack FM in Montrose offered an advertising spot, BOD agrees to pursue
- Spencer has quite a few support letters for the recertification application and other grants
- Membership renewals
 - expiring members are getting notices to update website and to renew membership;
 - renewing during the year vs calendar year cycle is more convenient for Spencer to process
- Website directory is being updated and has gone to a grid format; Spencer will work with Christy Eller to have the artist name appear as someone scrolls over their image
- S2C website page - Susie will send Q&As from focus groups to post
- Newsletter to go out on Monday, 3/12
- Susie will work with Spencer to create a rack card to include all events scheduled through September; rack card to be distributed to B&Bs in region, Gloria Crank, and for CCI Summit; additional unplanned events will have posters

Review of IT and Social Media Policy - Carol

- Carol will resend

Art and Ag Tour (September 1) Committee

- Committee will start up on April 3, 2:30-4pm
 - There will be one day for both the Art and Ag tour
 - Suggestion was made to see if Amy DeLucca wants to join to help with the vision and event planning
 - Carol will send email addresses of committee members to Patti
- It was suggested to hold a poster contest for the event with 2 free dinner passes as prize for winner
- NFVCC may use \$1,000 from CCI grant to help with expenses
- For Celebrate the Fork dinner, it was recommended to have a live auction at the event

Strategic Plan - Schedule Meeting to Finalize

- There are four major goals in document with Programs listed first and then ending with Financial goals
- Carol, Melissa and Susie will meet on March 15, 10am-noon, at Melissa's house: 11147 Crawford Rd, Paonia, to review and discuss

Grants

- Anschutz Foundation \$10,000 grant was requested for staff and Vista worker for Space to Create (submitted)
- Laura Jane Musser Fund a Rural Arts \$10,000 grant for operating support (due March 16); 4 letters of support were obtained
- Colorado Creative Industries - \$10,000 grant request (submit in April, spend by June);
 - County commissioners received a request for \$2,500 to help with match
 - Use of the \$10,000 is
 - \$4,000 signage
 - \$1,000 art and ag tour
 - \$2,000 program manager
 - \$3,000 Salesforce (need revised proposal from Annette)
 - If the CCI grant comes through, can we approve pending revised proposal and approval grant? Yes, we have a quorum present and can conditionally approve expenditure
 - Patti moves to hire Annette, Melissa seconds, all in favor? Yes
- NEA "Our Town" grant for the Creative District (due in September);
 - good for planning public art and creating creative district vibe, social engagement, more discussion in June
- Colorado Tourism Office Marketing grant (due in September);
 - apply for helping with the creative district for Art and Ag Tour, final Friday frolics and other events for next year
 - this grant will help with establishing a \$5,000 marketing budget

Creative District Convening (May 9) and CCI Summit (May 10-11) in Greeley

- Who's going? 8:30am to 5pm, the Creative District Convening meeting is free to board members
- There is a \$100 discount registration for board members
- Creative Corridor will have a table at the Summit
 - Worm farm founder will be talking about their 40-mile art and ag tour; information will be useful for NFVCC's Art and Ag Tour
 - Possible board member attendees: Susie, Nadine, Spencer Carol, and Mary

Inspired: Art@Work project update (Carol)

- NFVCC's support of the program will include: marketing, distribution, networking, website, FB, newsletter
- Public spaces for artwork - Susie and Carol will search for adequate space in April

Schedule April Board Meeting

- April 4th, at 4pm

Adjourn

- Melissa moves to adjourn, Nadine seconds, all in favor, Yes

Minutes submitted by: Carol Newman, Secretary