

Wednesday, June 6, 2018
4:30pm at Edesia Kitchen, Paonia



Board Meeting Minutes

Attendees: Susie Kaldis, President
Mary George, Treasurer
Carol Newman, Secretary (by phone)
Melissa Culotta, Board member
Spencer Lightfoot, Staff

Absent: Patti Kaech, VP
Nadine O'Brien, Board member

4:30pm Call to Order

Accept & Approve Minutes from May Board Meeting

- Motion to approve: Melissa, second Mary, all in favor-Yes

Financial Report: Cash Flow and P&L

- Cash flow and P&L reports submitted by Mary
 - Donations for art and ag tour have been received
 - Village Building Convergence amount of \$2,655.80 has a \$300 difference from Susie's records, Susie and Mary will compare
 - Special events line item under income is the DMEA donation for art and ag tour
 - Susie requests that sponsorships be kept separate under donations going forward; Mary will make a modification to classifying
 - \$750 special events line item is art and ag sponsorship
 - \$9,929 is grant money that should show as \$10,000
 - no explanation for the discrepancy without further research
 - Melissa verified that no bank charges were seen on the statement
 - this amount is what was transferred to our bank account;
 - Mary accesses online statement but doesn't see a reason why this occurred
 - Mary will contact bank to gather more information because she doesn't see a service charge indicated
 - Christy with CCI will also be contacted to receive explanation
 - Advertising negative amount is the invoice from the county that has been paid, Mary will check to see why it's showing negative
 - Negative amount under government is unpaid taxes that are paid quarterly
- Mary has another \$300 to deposit for memberships (most memberships come in during the last half of the year)
- Sales force can help going forward with membership notices
- Mary will create a new class for way finding
- Susie notes that we're on target for donations, and half way for grant goals

Program Manager Report – see report

- Spencer will like for Carol, and possibly Mary, to attend next Sales Force project meeting; Project is right on track and close to going live, possibly mid July?
- Discussion about wineries sponsoring way finding signage since it's better designed than a state issued signed

- Met with Julie at Root and Vine about maker's mart,
 - request for participants was posted on FB,
 - NFVCC help promote,
 - has had minimal interest, but only posted a couple of days ago;
- Cedar wants a plein aire event – maybe next year as a fundraiser
- National playwrights gathering in Creede - Spencer trying to set up a meeting with Sunshine sponsorship, Spencer wants Elsewhere to be involved
- Pickin the Park –
 - Arts for All, Elsewhere, Tin Can Collective will be asked to host one evening
 - Ideas: photo booth? Costume?, and NFVCC for member mixer
- Spencer requests some help because she's already at her 20 hours for the week

Coordinating Paonia Holiday Art Fair in December

- See email from Tara – it hasn't been a money maker, but we can make into a fundraiser
- Can improve marketing
- Curtis Hall is a small space
- Past participants are grandfathered in,
- If we do it, make it one special weekend
- Spencer will talk with Matt to see if the Blue Sage wants to manage or if they're ok with NFVCC doing it, then look at booth rentals,
- Susie has coordinated the event in the past and it's basically simple since many things are in place

Ideas for recruiting 2 new board members

- Andrea Lecos and Robin Arthur, they are very interested in our projects
- Robin Arthur- Question: if she does some graphic work for NFVCC, how can she get paid without conflict of interest; Susie will email Melissa who will look into issue about BOD members being paid by NFVCC in their professional capacity
- Other – Marie @ Azura, Rich Powell @ the Creamery, Heidi Hudak, David Strong, Kathy Briggs, Gloria Crank, Barb Heck, Carol Schott, Jeff Skeels, Sunshine Knight, Carolina @ Elsewhere, Lenore @ Cambria

Grants coming up:

- Colorado Tourism Office: Marketing for Art+Ag Tour (due in August 15) - applying
- <http://industry.colorado.com/marketing-matching-grants>
- NEA "Our Town" - Creative District (due in August 9) – applying there's a webinar coming up in June
- <https://www.arts.gov/grants-organizations/our-town/introduction>
- Village Building Convergence report
 - \$2,978 collected
 - Plus \$1500 in kind donations
 - Carol talked with Willow at pancake breakfast, she says that they will be getting together to talk about completing wall soon
 - Core group will get together this week to debrief
- CCI \$10,000 grant: Mary will check on why there is a (\$70) difference

Sales Force update – see Program Manager report

Paonia Signage Plan update

- Kristin left today and they had a debrief this morning
- next Tuesday Kristin will send a revision
- About 50 people at the reveal, packed
 - Carol will create a spreadsheet to list attendees

- Kristin received her first payment
- She will come back and meet with town council, and other local craftsmen,
- She's costing locally and out of the area, probably a \$100K budget (big budget item are arches over pedestrian bridges), maybe get a DOLA grant to help
- Existing hwy sign –
 - Cory who created it is coming Friday to finish, then the metal needs to be affixed and it may cost \$2300, targeting June for installation
- Kate Morrison is local sign painter, submitted a sketch for Somerset entrance,
 - it's on Masonite, ¾" thick
 - Place by "welcome to wine country" sign
 - her quote for 4 panels \$1600, 16'x8', materials \$380, does not include frame
 - do we need to get a RFP out for local artists; Willow contacted us to get some work, she can submit a proposal need by Sunday

Art+Ag Tour / CTF Dinner Fundraiser

- Discussion about High Country printing's bid for printed material and yard signs
- Tin Can will do all even auctioneer for \$420 for 7 people basically \$40/person and the remainder for other expenses, Tin Can will also receive a membership
- Susie will talk with Zephyros about flowers
- Project on track

Creative Corridor Loop update

- <https://www.colorado.com/fieldguide/colorado-creative-corridor> <https://www.colorado.com/articles/why-paonia-maker-haven-western-slope-colorado-creative-district>

Kids' Pasta Project for NFVCC (July 30)

- Moved from June 11 to July 30
- Can do it at Edesia without serving alcohol, or at Delicious

Other Business

- Talk about fundraising
- Next Thursday, 6/14, Susie, and Spencer, will address Hotchkiss Town Council at 6:30pm
- Schedule July Board Meeting
 - July 11, 4:30 at Edesia

Adjourn