

Wednesday, July 11, 2018  
4:30pm at Edesia Kitchen, Paonia



## Board Meeting Minutes

Attendees: Susie Kaldi Lowe, President  
Mary George, Treasurer  
Carol Newman, Secretary  
Mellissa Culotta, Board Member  
Spencer, Program Manager

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

### AGENDA

#### 4:30pm Call to Order

#### Accept & Approve Minutes from June Board Meeting - Carol

- Mellisa moves to approve, Mary seconds, all in favor-yes

#### Financial Report: Cash Flow and P&L - Mary

- P&L
  - "Contract services other" includes Sales Force subscription and Annette Pretorius' consulting, and signage work
  - Anschutz \$5,000 is for Space to Create including Spencer's time, Colorado Creative Industries just under \$10,000
  - Negative amounts are for invoiced services
  - Donors and sponsors are classified separately but the line items don't show on this particular report
  - Payroll liability is taxes that are paid quarterly; amount depends on income so the amount can vary
- Cash Flow
  - \$10,000 in the bank is for Space to Create
  - Kell Partners have been paid (Sales Force)
  - Kristin was paid as well for Way Finding project, \$2,900+\$2,000+\$350 for Andrea Lecos = \$5,250, \$1,250 is outstanding

- Expensive quarter due to large accounts payable obligations
- Start working on membership renewals; have a script with accomplishments to help answer questions

### **Program Manager Report - Membership, Sales Force, Communications, etc.**

- Sales Force requirements are being finalized all we need to decide is whether to use Click and Pledge or Paypal; if we don't do it now, we'll lose the opportunity for Annette to set up under our current agreement with Kell Partners;
  - Paypal charges 3.25%;
  - Spencer will research costs and provide information to BOD
  - Discussion: although Click And Pledge may be more money wise, it integrates with SF and workflows
  - Spencer is scheduling training for BOD
- Art and Ag/Celebrate the Fork - Approximately 40 people for the tour, this week is final week for confirming
- Volunteers for Pickin in the Park are being recruited; Arts for All is assisting with first concert, 8/23 is the NFVCC mixer and asks that the BOD be there at 5pm
- To do – update map on website
- National Playwright Project – Spencer questions credibility of representative plays up potential revenue for Paonia, but is very vague about their budget and other details; Karen at Elsewhere can handle if they so choose
- Kids Pasta Project dinner is on 7/30, at Edesia, we'll provide wine and ask for donations; at the dinner talk about Way Finding Project and sell off the glass balls for \$70

### **Upcoming Events:**

- Story Circle on Public Lands - Sunday, July 22, 3-4:30pm at Edesia
  - From NY and hired by the Wilderness Society; they're holding a story circle to gather information on environmental impact (oil and gas) in the NFV; they will take the stories and write a script, then come back next year to perform; we will try to connect Allie Lightfoot with them to coordinate stories
- Kids' Pasta Project for NFVCC - Monday, July 30 (location?) – see Prog Mgr report above
- Kids Zone @ Pickin' in the Park - Thursdays in August at Town Park – see Prog Mgr report above

- Elsewhere Inspired Symposium - August 24-26
  - Well known speakers coming
  - Farm to table dinners at 3 local places (Leroux, Elderberry and Small Potatoes) \$30-45 range
  - \$60 tix for symposium
  - NFVCC is to sell 20 tix, only 4 sold so far

### **Art & Ag Tour / Celebrate the Fork Dinner Benefit - Saturday, September 1**

- Get menu up on website
- Need help decorating on Friday or Saturday, Mellissa
  - Paper lanterns
  - Flowers
- May need additional chairs for the dinner
- Karen Hinkel with aeolian acres is offering studio space for artists who want to participate on the tour but do not have space of their own
- Participant meeting is scheduled for Monday, 8/6, 5:30, at Root and Vine

### **Space to Create Arts Market Survey Launches in mid-September**

- Launching around Mtn Harvest weekend, need a launch date, maybe a booth at the festival, print postcards, press releases, KVNF, - Art Space will be here
- finalizing survey up through December
- Art Space back January or February for results and up date

### **Paonia Holiday Art Fair - first weekend in December at Blue Sage (yes/no)**

- Spencer talked with Matt at the Blue Sage, he has no problem with NFVCC taking over the event, there may be a discount on the hall rental
- Require membership to participate
- Maybe Peggy Sue or Robin Arthur can help and lead committee
- Have a discount for booth rentals for members
- Carols moves to approve, Mary seconds, all in favor-yes
- Need a new banner

## Grant Updates:

- CCI \$10,000 grant (final report due July 30)
  - Sales Force – Spencer will draft 1-2 pages
  - Paonia Signage Plan - Kristin returns to Paonia on July 24 for Town approval
- Anschutz \$5,000 grant for Space to Create – currently relocated for Spencer's work on the project; in the future we may apply for VISTA worker
- Grants coming up:
  - CTO Marketing for Colorado Creative Corridor 2019 (\$1,000 - \$2,500 match)
    - Will add \$1,000 to budget for our portion of the match
    - Next year will use grant to disseminate info, this year was about branding
  - CTO Marketing for Art & Ag Tour/Celebrate the Fork dinner (\$10,000 with 25% match)
    - Due: July 1 - August 15
    - For small organization, we can go for whole \$10,000, match needs to be budgeted for 2019
    - Mary, Susie, Mellissa and Carol – will meet on 7/25 at 5pm to begin drafting grant
      - [https://www.colorado.com/sites/default/files/Small\\_MarketingMatch\\_2%20%282%29.pdf](https://www.colorado.com/sites/default/files/Small_MarketingMatch_2%20%282%29.pdf)
  - NEA "Our Town" - Creative District (Town of Paonia) \$75,000 1:1 cash match (due August 9)
    - Elaine is taking the lead, grant is going to the town for a design plan for Grand Ave
      - <https://www.arts.gov/grants-organizations/our-town/introduction>

## **Organizational Planning:**

- Recruit new board members to help with fundraising and other projects
  - Develop an application process
  - Encourage Hotchkiss members to become BOD members
- 2 BOD members have missed 3-4 meetings, check in to see if they want to continue
- By-laws revision; Annual members meeting (Nov); Board retreat (Dec) – Carol and Susie will get together and discuss, change number of BOD min and max number

## **Other Business**

- Signs need to be taken down in Hotchkiss, need ladder possibly on 7/26
- Reminder, BOD members do need to contribute to organization, amount dependent on ability
- Jim Brett is taking flyers for the Art and Ag tour to the Denver Slow Food Nations Conference

## **Schedule August Board Meeting – 8/8, 4:30pm**

## **Adjourn**