

Wednesday, October 12, 2018
4:30pm at Edesia Kitchen, Paonia



Board Meeting Minutes

Attendees: Susie Kaldis Lowe, President
Carol Newman, Secretary
Melissa Culotta, Board Member
Spencer Lightfoot, Program Manager

Absent: Patti Kaech, VP
Mary George, Treasurer

4:35pm Call to Order

Accept & Approve Minutes from September Board Meeting

- Melissa moves to approve, Susie seconds, all in favor - yes

Financial Report:

- Cash Flow
 - More expenses than profit, presently it's negative \$4k, but this does not account for the beginning of year surplus and the recently collected KPP monies have yet to be deposited (\$240 for glass discs, plus \$375 dinner tickets and bar);
 - Membership is approx. \$3,900; fall is usually when members will start renewing
- P&L
 - Need to clarify negative \$2500 under advertising and wayfinding when Mary returns from California

Program Manager Report

- Working on members mixers at the Pub, will this be a Pints for the People, a program to benefit non-profit, Susie asks Spencer to clarify whether there will be food
 - Side note on signage, the pub asked Carol at the festival how to get on signage, business signage is to be rolled out next year and no process has been established; Kristin will be consulted on how to include local businesses
 - Small fliers for membership meeting will be available at mixer along with BOD applications
- Art & Ag Spencer will send out reminder to collect yard signs and visitor logs/sales info sheets; Carol states that this data is needed for CCI MOU and grant reports
- Sales Force –
 - When data was uploaded, it didn't populate all the fields and so Spencer is filling in missing data
 - We need links to training session
 - Carol will draft auto replies for memberships, donations and sponsors
- Paonia Holiday Fair
 - Application for holiday arts festival is up on website
 - Spencer will collect applications for holiday festival and place in email folder
 - Applications will close 10/26, and on 10/29, committee members will jury and applicants notified by the end of the day
 - 3 submissions so far;
 - Pending – window painting options discussed
- Space to Create
 - Information has been updated on web
 - Elaine is creating an FAQ
 - Spencer and Susie will handle some other outstanding tasks
- Marketing for membership meeting will start up

- Spencer requests that the BOD provide content for material
- Susie has an outline of that was sent out previously to be updated for this year's materials
- A newsletter is going out this coming up Monday and will include membership meeting info
- Order 100 postcards membership meeting from Vista Print
- The Chamber joint meeting is on 10/24 at noon; Spencer requests that someone come and talk about S2C and possibly the signage project
- Susie asks Spencer to create job descriptions for:
 - Membership coordinator – 10 hrs quarter
 - Marketing coordinator – 5 hrs week
 - Program mgr 20 hrs week
 - Discussion held whether coordinator positions/functions can be contract positions to be recruited as needed; we will discuss more at December's strategy meeting

Organizational Planning:

- Review and Revise our By-Laws
 - Address
 - Board members getting paid for professional services
 - Annual membership meeting more general
 - Carol will red line comments already noted and send out

Plan Perspective Board Members Social Event (Wednesday, Oct. 24 @ 5:30pm @ Edesia)

- Invite goes out to folks on the invite list and we will market to general public as well
- See shared drive for event details

Grants:

- CCI Creative District Technical Assistance grant \$10k (rolling deadline)

Upcoming Events (Mark your calendars):

- Oct. 12, 5-7pm (at PUB): Member Mixer & Space to Create Survey Event
- Oct. 17-19 (at CU Boulder): Creative District Fall Convening
- Oct. 22, 1-5pm (at Paonia Library): Downtown Colorado Inc. Meeting about Marketing
- Oct. 24, 5:30pm (at Edesia): Perspective Board Members Social Event
- Nov. 11, 12-2pm (at Edesia): Annual Membership Meeting
- Nov. 30 - Dec. 1 (at Blue Sage): Paonia Holiday Art Fair
- December (tbd): Annual Board Retreat - Planning for 2019!

Other Business

- Spencer and Susie are point people for Downtown Colorado Inc. who is holding a free workshop on digital marketing planning on Monday, 10/22, 1-5pm, at the library

Schedule November Board Meeting

Adjourn