

North Fork Valley Creative Coalition
Board of Directors Meeting

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



Board Meeting Minutes

Attendees: Susie Kaldis Lowe, President
Patti Kaech, VP
Mary George, Treasurer
Carol Newman, Secretary
Spencer Lightfoot, Program Manager
Sharon Bailey, Project Mgr, S2C

Absent: Melissa Culotta, Board Member

4:38pm Call to Order

Welcome Sharon Bailey:

- Sharon is starting in her role as Project Manager, Space to Create Arts Market Survey. Her contract is to be signed soon, and will extend through at least the end of November and mostly likely into December. The Anschutz grant is paying for the contract.
- Volunteer are being recruited for survey launch in Paulos Park, Mountain Harvest and Chili Cook Off. There will be 3-1/2 hour shifts. The purpose is to gather and spread info about whether S2C is good for Paonia.
- Ice cream and drawings for prizes will be used to incent people to fill out survey.
- Recordings of people being interviewed about S2C will be made and posted to Instagram.
- Question: how are people differentiated to prevent duplicate survey entries?

Accept & Approve Minutes from August Board Meeting

- Motion to approve by Mary, seconded by Patti, all in favor - Yes

Financial Report:

- Cash Flow - \$10K after income and expenses, this is after the checks that went out yesterday
- P&L - Art and Ag tour, Celebrate the Fork dinner, and auction = \$12K income; The listed amount for donations and special events income is from DMEA because they received an invoice. The CCI grant money is listed under another line item. Some may have been allocated to CTF. For the dinner, chefs received \$286 and Mary, John and Sean each got \$100. The budget for dinner was \$2,750. The leftover wine that is purchased will be used for KPP and member meeting.
- Net is approx. \$2,600
- Advertising fees were high
- Printing was \$1,400
- Mary recommends purchasing a printer to save on costs; Mary will research
- Mary will check again to see about our incorporation status

- An end of year donation and membership drive is planned

Program Manager Report

- Spencer resigned her position, effective 12/31/18
- Worked on Art and Ag tour
- Upcoming:
 - Salesforce,
 - Contacts have been uploaded and linked to last donation
 - Each listing in the online creative directory is being aligned with SF
 - There are additional fields we can populate such as volunteer interests
 - Working with Sharon on members mixer at the pub,
 - No need to have a holiday member mixer because of member meeting and holiday fair gatherings
 - KPP received approval from the town last night at the council meeting;
 - Susie and Spencer will work up something for selling the glass discs; it will be nice to walk the discs around to businesses so that they can see them and understand that they are made of strong glass that is durable and sustainable
 - Signage plan resolution was approved at town council meeting

Discussion:

- Paonia Holiday Art Fair –
 - a committee will be formed,
 - there will be a website application form,
 - Promoting and creating a budget will be discussed in the upcoming committee meeting
- Holiday Fair –
 - The first full weekend in December is traditionally the holiday fair weekend and it is 12/7-8; Issue – Blue Sage has concert Saturday night, we can possibly extend Friday hours and shorten Saturday hours to allow time to get out in time for concert
 - Another possibility is 11/30 and 12/1
 - Susie asks Spencer to check with the Chamber to see if they have any leftover promotional items from prior years
 - Susie, Carol, Spencer, Peggy Soup(?), Tara and Diana are recommended for the committee
- Discussion held about continuing Kids Zone at Pickin' in the Park; decision is pending
- Discussion about concentrating only on Paonia Creative District and streamlining responsibilities; Mary recommends asking members their opinion

Organizational Planning:

- Review and Revise our By-Laws – Carol will send out email to follow up and set up a meeting, Susie has already notated changes she would like to see
- Invite New Board Members to October Board Meeting (refreshments & social time)
 - Carol has invitation verbiage and will send out to list
 - Susie has a list started of invitees
- MOU is being finalized with town on S2C
- Program Manager (pay, time, job description)
 - Patti will head up hiring committee
 - Carol and Sharon are interested

- \$18/hr, 25 hours a week,
- Spencer will review job description as a starting place to provide feedback on her duties

Grants coming up:

- West Elk Community Fund - \$2,000 - due September 15; use for general operating expenses
- Colorado Health Foundation - Activating Places & Spaces Together - \$5k-100k - due October 15; Susie spoke with Elaine who shared that the town may need to do more before we apply because they need to have a better infrastructure; this grant will be postponed <https://www.coloradohealth.org/funding-opportunities/funding-opportunity-activating-places-and-spaces-together>

Upcoming Events:

- September 17, 12pm (Carol's house): Debrief Tour & CTF Dinner
- Sept. 27, 5:30pm (Poulos Park): LAUNCH PARTY! Space to Create Arts Market Survey
- Sept. 29-30 (Town Park): Mountain Harvest Festival BOOTH for S2C and Creative District
- Oct. 1, 6:30pm (Edesia): Kids Pasta Project for NFVCC signage project fundraiser
- Oct. 17-19 (CU Boulder): Creative District Fall Convening
- Oct. 22, 1-5pm (tbd): Downtown Colorado Inc. Meeting about Marketing
- Nov. 11, 12-2pm (Edesia): Annual Membership Meeting
- Dec. tbd (Blue Sage): Paonia Holiday Art Fair

Schedule October Board Meeting

- October 1, 4:30pm, Edesia

Adjourn