

North Fork Valley Creative Coalition

Board of Directors Meeting

Wednesday, November 7, 2018

4:30pm at Edesia Kitchen, Paonia



Board Meeting Minutes

Attendees: Susie Kaldis Lowe, President
Carol Newman, Secretary
Mary George, Treasurer
Melissa Culotta, Board Member
Spencer Lightfoot, Program Manager
Heidi Hudek, prospective board member
Sara Rodriguez, prospective board member
Hannah Deherrera, prospective board member, interested in committees
Josh Paigen, prospective board member
Winter Ross, prospective board member
Julia Widdop, prospective board member

Absent: Patti Kaech, VP

4:36pm Call to Order

Welcome Visitors & Prospective Board members

Susie welcomes prospective board members, introduces herself, and reviews the agenda. Everyone introduces themselves. Susie announces that everyone is welcome to ask questions as we move through the agenda.

Accept & Approve Minutes from October Board Meeting

- Melissa moves, Mary seconds, all in favor - yes

Financial Report:

- Cash Flow –
 - Balance just under \$16,000, most of the expenses is attributed to payroll
 - Payroll taxes were just paid for the quarter
 - Expenses were paid out for S2C survey
 - Received \$10,000 CTO grant
 - Checks received from NFSIS and Mary Hockenberry
 - Mary is setting up an online account for reporting forms 991 and 940
- P&L
 - YTD \$47,848, close to \$50K mark, projected to go over \$50,000 for year-end; this doesn't include in kind donations; Susie asks if in kind donations can be added as a line item to the report; Mary will request invoices from in kind donors so that she can accurately report the dollar amount
 - \$9,900 received from CCI should be designated to signage and Sales Force; we're still unsure why there was a \$70 reduction in the \$10,000 grant from CCI, it may have to do with business registrations with the state (there's 2 registration and state needs password but there's no way for us to find out password due to turnover in the BOD; Mary will continue to work through this issue), \$300 also went to art and ag tour
 - Susie reviews the general budget and revenue streams for prospective board members

Updates:

- Program Manager Report
 - Working on newsletter
 - Holiday fair on track
 - Sales Force roll out continues
 - Working on membership directory and will align with website
 - Last thing to do is Click and Pledge

- Annette and Christie will work on this together to ensure integration of website and Sales Force
 - Function will track which campaigns, donors, and can notate action items
- Spencer will be gone most of November
- Space to Create Survey
 - Survey closes tomorrow morning (11/08/8)
 - As of last Friday 445 surveys were taken
 - Affordable housing piece isn't performing as much as they wanted (60 people indicated they will move to affordable housing equates to 15 units after applying formula)
 - More people want studios and shared makers space
 - There are many factors that affected the outcome of the survey
 - Final survey results will be released no later than January 25, 2019; it's a slow process with moving parts and partners
- Art & Ag Tour Survey Report
 - Carol reviewed participant survey results and plans to survey tourists next year to gauge success
 - Suggestions: pancake breakfast for families with preview of art auction items
- Paonia Holiday Art Fair
 - Event dates are November 30 and December 1
 - Had a large application turn out with 7 artists turned away 7 artists, artists who didn't get in received a list of other events options
 - Bringing in approx. \$1300, there was member and non-member booth fees
 - Promotions are under way

New prospective Program Manager

- Spencer resigned, may or may not, join the board
- Carol Newman submitted resume as application for the position
 - Carol abstains from discussion,
 - Melissa comments that as long as Carol resigns from the board, that it will be smooth transition to hire her, Melissa relays that board members receiving pay for services can lead to NFVCC losing liability insurance
 - Mary states that hiring Carol will make a very smooth transition since she knows the board functions and Sales Force, and she is familiar with the membership and resources in valley
 - Vote in December
- Susie motions to increase pay to \$18/hr with 20-25 hours per week will be vote on in December
- Susie discusses in the future possibly contracting a membership coordinator and/or marketing coordinator

Annual Membership Meeting Agenda

- Welcome - Social time (snacks & drinks)
- 2018 Accomplishments on PowerPoint
 - Financial Reports - Review 2018 Budget
 - 2019 Goals & Estimated 2019 Budget
- Discuss revised By-Laws & Vote for new Board Members –
 - Bylaws will not be discussed at meeting because we're not ready to present to members
 - David Livingston has provided in kind consulting on revisions
- Member Q&A
- Needs: microphone, screen and LED projector
- Last year had other non-profits reports because of joint partnership in CTO grant, this reporting will move to a BOD meeting

New prospective Board members

- Submitted: Heidi Hudeck, Kate Redmond, Pamela Jackson, Sara Rodriguez, Winter Ross
- Pending: Kaspar Keil, Josh Paigen, Tanya Black, Steve Clisset
- Current By Laws BOD member number is being reduced to 13 from 17, with minimum of 5
 - This change will not be voted on until 2019 membership meeting,
 - 2-year commitments required
 - All applicants will be recommended to membership for approval
- Those who don't want to join board can contribute by joining an action team
- Must be, at minimum, \$50 member to be on BOD

Fundraising

- Year-end giving campaign focus is on donor letters, cultivating donors, and donor retention; Susie will update communications and send out for review and distribution
- #GivingTuesday - November 27th
 - Information will be in next newsletter that goes out on 11/19, plus, another dedicated notice or two throughout campaign period
 - Carol will look into business reply postage permits
 - Great social media use the #GivingTuesday
- Schedule a time to meet to send out donor letters
- Heidi has a template that Carol can update to collect membership meeting sign in info and addresses, phone numbers, to update SF

Grants:

- CCI Creative District Technical Assistance grant \$10k for signage (rolling deadline)
 - Discuss in December

Upcoming Events (Mark your calendars):

- Nov. 11, 12-2pm (at Edesia): Annual Membership Meeting
- Nov. 30 - Dec. 1 (at Blue Sage): Paonia Holiday Art Fair
- December/January (tbd): Annual Board Retreat - Planning for 2019!
 - Prospective board members can find a copy of the strategic plan on NFVCC's website

Schedule December Board Meeting

- 12/5, 4:30pm, Edesia

Adjourn