



North Fork Valley Creative Coalition

Board of Directors Meeting

Wednesday, December 5, 2018

4:30pm at Edesia Kitchen, Paonia

Board Meeting Minutes

Attendees: Susie Kaldis Lowe, President
Patti Kaech, VP
Carol Newman, Secretary
Mary George, Treasurer
Tanya Black, Board Member
Kate Cerridwen, Board Member
Heidi Hudek, Board Member
Pamela Jackson, Board Member
Kaspar Keil, Board Member
Josh Paigen, Board Member
Sara Rodriguez, Board Member
Winter Ross, Board Member
Spencer Lightfoot, Program Manager

Absent: Melissa Culotta, Board Member

4:42pm Call to Order

Susie welcomes new board members to the meeting

Accept & Approve Minutes from November Board Meeting

- For this meeting, the board will focus on November minutes, and the annual membership meeting minutes can be approved during the January strategy meeting
- Heidi moves to approve minutes, Pamela seconds, yes 13, nays 0
- Susie advises new board members where they can find minutes on the website

Review Financial Report: Cash Flow and P&L

- P&L
 - CCI monies have been moved as instructed previously
 - Total membership dues have increased
 - Donations:
 - \$1000 grant from West Elk Community Fund will go into the Creative Corridor
 - \$400 from Steve Smith,
 - \$250 Kathy Thompson, plus
 - additional donation from the Schott's
 - Mary still needs to transfer PayPal balance of \$1500 for Click and Pledge to our account
 - Susie has a Facebook fund raising event that's active for another week

- Susie talks about sending donor “thank you” note cards quickly, when Click and Pledge is activated in Salesforce, these thank you’s will automated
- Cash Flow (see report)
 - Net balance is \$4,717.06
 - There is \$718.04 for payroll
- Receipt of the Kids Pasta Project check from the fall is still outstanding, plus, cash and checks from donation jar, will try to get before year end, there’s approximately \$300 from dinner, and \$250-300 from jar
- Negatives on report are still showing because the invoiced amounts have yet to run through; Unclassified amounts are showing as negatives and Mary will need to change how it comes through
 - Susie recommends that Heidi and Mary get together with her to review thoroughly
 - Mary inherited the classifications, and it is recommended that the fiscal year start with realigned accounting categories: Elaine, Michele Livingston to be invited
 - Sara moves to have a review of the budget
- Note: event expense and incomes include Celebrate the Fork dinner and auction

Program Manager Report

- Spencer starting to transition duties to Carol; training for click and pledge is scheduled for 12/6 from 3-4pm
- Susie explains the purpose of Salesforce to new board members
- Spencer recommends that Click and Pledge be reviewed during the budget review so that accounting systems align from one system to another
- Christy is developing work arounds for items needed that can’t be managed through Click and Pledge
- Task Ray is activated; it’s a program within SF project management including tasks, calendar, task assignments
- Spencer requests bios and photos from all board members by next Tues, these will be used in the next newsletter and on the website, Susie will also include a note to membership
- Holiday fair was a success – reserve date by March to avoid 11/30 and 12/1 dates; shoot for 12/6-7; Susie wants a thank you sent to participants, Carol will send survey to capture revenue data

Organizational

- Need to obtain sign contracted for new Program Manager, Carol Newman; has had printer issues, Susie will get with Carol to obtain signature
- Vote for new Board Secretary – Carol will submit resignation once she receives her offer letter, discussion around nominating Melissa for secretary, Patti nominates Melissa, Pamela seconds, Susie will talk with her
- Schedule January Board Retreat for 1/12 or 1/19 (facilitated by David Livingston & Elaine Brett) – retreat in place of general board meeting; date available for board members is Sunday, January 20, 10am-4pm, Susie will talk with Elaine and David, targeting Wiseheart, it will be a potluck

Committees (let’s activate!)

- Events: Final Friday Frolics; Art+Ag Tour; Pickin’ in the Park;
 - Kaspar, Kate, Tanya, Josh, Mary
- Membership: campaign, benefits, workshops
 - Josh, Sara, Pamela, Tanya
- Marketing: CTO grant; Creative Corridor- solicit business member

- Patti, Kaspar and Susie
- Government & Community Relations: Arts Alliance; Hotchkiss & Crawford;
 - Winter (S2C), Pamela, Heidi, Mary
- Finance/Budget - Fundraising: donors, membership, grants, events,
 - Winter (grants), Sara, Kate, Tanya, Mary
- Public Art and Signage:
 - Patti, Sara, Kaspar, Pamela, Winter, Spencer
- During strategic planning, identify where communications/events cross committees; Task Ray can help committees or Twillo to manage projects

Fundraising

- Year-end giving campaign update – 20 letters still need to be sent out, Mary just got role of stamps and supplies to finish mailing, Susie will help out this Friday
- Signage Campaign ideas (Kickstarter, video, grants) – this is a good project for fundraising, it was part of our recertification, Goals for 2019 are
 - 2 gateway signs
 - Banners on Grand Ave
 - Info kiosk (has posting area, plus, information (maybe rack card slots), location still being considered 3rd and grand but issues about being near brewery, other area is by Town Hall, Polous Park will also have a smaller info sign
- Discussion held about NFVCC being a fiscal agent for nonprofits, Susie talks about the Alliance
- Susie spends time orienting new board members about the various projects under NFVCC, and how it is managed through the organization
- Grants:
 - CCI Creative District Technical Assistance grant \$10k (rolling deadline) noncompetitive, January we'll vote on how to use, Susie recommends signage
 - Anschutz grant \$5k (due January 15) <http://anschutzfamilyfoundation.org> - can apply 2 years in a row, received last year for S2C staffing, Susie recommends signage or payroll which fits into the categories that Anschutz lists on their website (category-community and capacity building)
 - Josh moves to use for signage, Kate seconds, All in favor 11, 1 naye-1 rather use for staffing, Josh asks about whether the signage will garner more support than staffing, Susie believes that NFVCC will receive the grant either way due to Philanthropy Days, Susie will call Able to talk about the grant to get info on how we should proceed, Susie will notify board of call results; Heidi recommends that Mary
 - Heidi and Susie review budget to identify areas that require \$\$
 - NEA Art Works \$10k (due Feb. 14) <https://www.arts.gov/grants> celebrate cultural respect and enrich community; matching, portal 2/14 opens closes on 2/26; public art? Art and ag, fashion show, money is dispersed 1/1/20, approval notice in November

Upcoming Events (Mark your calendars)

- 12/13, Thursday, 5-7pm: Play Reading: Based on stories from NFV residents – 2 playwrights captured stories from NFV interviews and have written play; Tanya offers her new space, Blacklight Studios (208 Main) by Farm and Home, eventually they want to produce and have local people star in it
- January (1/12 or 1/19): Annual Board Retreat – January 20, to be confirmed

Adjourn

