

# North Fork Valley Creative Coalition

Board of Directors Meeting

Monday, February 25th, 2019

4:30pm at Edesia Warehouse, Paonia



## Board Meeting Minutes

Attendees: Susie Kaldis Lowe, President  
Patti Kaech, Board Vice President  
Mary George, Treasurer  
Kate Cerridwen, Board Member  
Kaspar Keil, Board Member  
Tanya Black, Board Member  
Josh Paigen, Board Member  
Heidi Hudek, Board Member  
Pamela Jackson, Board Member  
Sara Rodriguez, Board Member  
Melissa Culotta, Board Member  
Carol Newman, Program Manager

Absent: Winter Ross, Board Member

### 4:44pm Call to Order

Susie calls meeting to order, with Thank You's to the Board for their involvement.

### Accept & Approve Minutes from January Board Meeting

- Sara moves to approve minutes, Kaspar seconds, In Favor: ALL

*Tanya Black, Board Member, Arrives.*

### Review Financial Reports: Cash Flow and P&L

- P&L for 2018 (Synopsis by Susie)
  - \$62,056.50 total Income (2018)
  - \$59,407.55 total Expenses (2018)
  - \$2,648.95 total Net Income (2018)
  - Looking at Major Expenses: ~\$17,000 in payroll, ~\$17,000 for contract services.
  - Moving forward we need to clearly recognize that we need to pay our staff and contractors and that in general grants rarely support operational expenses.

*Heidi Hudek, Board Member, Arrives.*

*Pamela Jackson, Board Member, Arrives.*

- Melissa moves to accept 2018 P&L, Kaspar seconds, In Favor: ALL.

- P&L for 2019 (Jan-Present):
  - This does not reflect our cash balance carried forward from 2018.
  - Solely income and expenses in 2019
  - \$1200.00 income in donations (including KPP dinner)
  - Including \$50.00 in membership dues
  - ~\$2600.00 spent on payroll
  - ~\$4500.00 in marketing spent (from \$10K grant from last year)
    - Paid to Miles Partnership for Colorado.com marketing and branded article on NFMV “Small Towns, Big Personality: Where Art & Ag Meet”
    - Still additional amounts due to cover direct mail newsletters
    - In total ~\$8,000 to CTO Marketing, with remaining \$2000 (from \$10K grant) to Art&Ag marketing.
  - \$270 insurance

*Patti Kaech, Board Vice President, Arrives.*

- Melissa moves to approve 2019 P&L, Kate seconds, In Favor: ALL.
- Cashflow
  - Operating Activities: \$6347.44 spent: majority on marketing
  - \$334.88 spent on payroll liabilities
  - \$17,518.02 cash at beginning of period
  - -\$6,682.32 (spending)
  - \$10,835.70 currently in bank.
  - \$3,500 from Anschutz Foundation will pay for vista worker in partnership with Town of Paonia.
  - \$2000 grant from Horton Family will be committed to bringing the play “Map of My Kingdom”
  - Consequently only ~\$5300 in bank.
  - Melissa questions board spending, inquiring into Protocol for organization’s spending (what requires approval?)
  - Susie: Any expenses over \$500 require Board Approval. The only expenses that arise without board knowledge and approval are very small plus pre-approved payroll and contractor expenses.
  - \$10K grant to CCI to be submitted soon to cover signage and potentially payroll
  - Too Wild To Drill Play (April 28th) will be bringing in \$250.00
  - Melissa moves to approve Cashflow report, Tanya seconds, In Favor: ALL

## Executive Committee Positions

- Secretary
  - Susie opens discussion on Board Secretary
  - Melissa acknowledges initial nomination though says she will defer if another candidate wants the position.
  - Josh agrees to accept position if Melissa declines.
  - Patti nominates Josh, Pamela seconds
  - Melissa then expresses that she feels the job was offered to her and that she made personal expenditures in order to fulfill the future role.
  - Board discussion ensues to find an amicable solution.
  - Kate suggests rotating responsibilities for Secretary, Susie declines.
  - Pamela suggests a “back-up” secretary for the times when the elected secretary is absent
  - Melissa states that the “back-up” secretary position would actually work better for her.
  - Josh agrees to act as Secretary, with the understanding that he will be focusing on this role as a priority over Action Team responsibilities.
  - Patti moves to elect Josh as Board Secretary, Melissa seconds, In Favor: ALL

*Mary George, Treasurer, Arrives.*

*Carole Kang, Guest, Arrives.*

- Treasurer
  - Susie acknowledges Heidi as potential candidate (per last meeting)
  - Heidi states her conditions for accepting position
    - She will continue to engage in one Action Team
    - She will act as Treasurer as long as Mary George (or another) continue to do the books (\*Mary George donated ~\$3000 in bookkeeper fees last year, so moving forward into the future NFVCC may need to budget this amount for outsourcing bookkeeping)
    - Requests that BOD Meetings shift to either Friday MIDDAY or after 6pm due to work schedule conflicts. (Discussion around meeting times ensues, Susie agree to send out an online poll to find the best time, while agreeing to accommodate
    - Heidi’s request)
  - Josh moves to nominate Heidi as Board Treasurer, Pamela seconds, In Favor: ALL
  - Susie will schedule an executive meeting for March.
  - Susie thanks Mary George for all of her service as acting Board Treasurer for the past 3+ years!

## On-Boarding Documents for All Board Members

- Susie asks the board to please review all of the On-Boarding documents posted to Google Drive for review at the next meeting. Please take notes with questions or concerns.

## General Logistics

- Board Interaction & Engagement with Program Manager
  - Josh expresses concern about Carol getting too much work from Action Teams: How is workload balanced/prioritized with action team items?
  - Sara notes need for a clear job description for Program Manager
  - Susie states that she is the clear point of contact between The Board and Program Manager.
  - Carol acknowledges that Salesforce tasks have been delayed as she has been busy getting action teams off the ground.
  - Susie notes that Carol (as Program Manager) is held to 20hrs/wk and may bump up to 25hrs/wk with Susie's approval pending budget feasibility.
- Elevator Speech
  - Susie: We work on economic development through the creative sector, through a combination of marketing, events, tourism, and professional development for our members.
  - More to come on this front, but we need to move forward with the agenda.

## Action Teams

- Membership Team
  - Carol: Membership team proposes that \$50-\$250 levels be handled by the Membership team while higher levels are handled by the Fundraising Team
  - Professional development event for Members currently scheduled for March 25th.
  - Membership Team will handle Membership benefits
  - Carole Kang would like to meet with Susie to re-examine where she fits into the membership drive.
- Events Team
  - Kate: Notes that Events team would like there to be a protocol for event submission and acceptance. Calendar currently very full and we need to be aware of adding events.
  - Events team would like to focus on the events we currently have scheduled, focusing on quality over quantity and striving to make existing events better.
  - Final Friday Frolics (FFF): Events team will focus on Final Friday Frolics, hoping to turn this into a more marketable event, giving NFVCC a more visible presence.
  - We need to get all of the FFF Participants Together
  - Kate: Every event should be a fundraiser.
  - Susie: I don't necessarily agree. We need to develop a decision making matrix. How are we involved with each potential event? Yes they should all be "break-even" but we need to assess community impact and engagement as well.
  - Josh suggests that Events team will begin to draft an events submission/evaluation protocol and asks that all future events be processed through events team (Merrily Talbott presenting her one-woman play at Events Team Meeting 2/26)
  - Sara asks that for each Event there is a clear delineation of expectation for Board Members (especially Events Team members), so that if it can't be covered by the Events Team it goes back to the whole Board.

- Public Art & Signage Team
  - Kaspar: They have had a quick meeting to get their organizational bearings
  - Patti got two volunteers for the group
  - Kaspar: our focus is on murals, how we're going to tackle it, and fund it
  - Group will be engaging with PELA (Paonia Experiential Leadership Academy) for help facilitate a mural in the Town park on May 18th. Town of Paonia will be covering the paint cost.
  - Susie suggests that we table VBC for this year and focus on the Mural project with PELA instead.

*Melissa Culotta, Board Member, Leaves*

- Susie notes that June 1st we are scheduled to help debut a new art show/opening for the Hotchkiss Clinic. Susie will share with the Team, the policies for curating art events.
- Josh asks that ALL events (for the organization and action teams) be added to the Google Calendar. Carol agrees to make the new calendars for each action team and color-code them.

- Community Outreach Team
  - CCI Gathering in Salida coming in May.
  - Susie and Carol met with County Commissioners last Tuesday. They didn't like our \$5000 ask for signage funds but are leaning towards matching the Town of Paonia's \$2,500 donation amount. They will follow-up with a hand-written letter to Don Suppes.
  - Also look to engage Mark Roeber for coffee or a walk in Paonia.
  - Focused on a personalized approach to government relations.
  - Susie will work with Mary George to invoice Delta County for their previously promised monetary commitments. They have agreed to \$500 in cash, \$500 in kind.
  - Carol is working on outreach to other organizations and will be setting up a directors meeting between organization for coordination.
  - NFVCC has agreed to help with Crawford Pioneer Days marketing.

*Kate Cerridwen, Board Member, Leaves.*

*Pamela Jackson, Board Member, Leaves.*

- Susie: Reminder that Space-To-Create meeting at the town hall will be on Wednesday at 630pm. Also a core-group meeting at the Town Hall Thursday morning at 830am.

- Fundraising Team
  - Carol Newman is setting up a spreadsheet/timeline for sponsorship needs/requests.
  - Susie wants to move forward with CCI grant.
    - Asks board how we should allocate the \$10K of the grant
    - Suggests putting \$2500 towards signage to match the donations by the town and (hopefully) by the county, with the remaining \$7500 covering operating costs.
    - Patti moves to apply for the CCI grant with the aforementioned allocation
    - Mary George seconds, In Favor: ALL'

- Marketing Team
  - Posters and postcards will be out in April for FFF
  - Still working on material for fundraising drive and membership drives
  - CTO Marketing: Carol and Susie have drafted a potential list of local businesses to highlight in CTO marketing. Gives a good breakdown by category: lodging, restaurants, galleries, etc.
  - Colorado Creative Corridor marketing will focus on events: North Fork Uncorked, Art & Ag, Pickin' In The Park.
  - We will need to pay our \$2000 contribution to the Creative Corridor (\$1000 will come from West Elk Fund, we can pull \$500 from KPP proceeds and \$500 from Delta County Tourism dues)
  - We will be doing a full page ad in the NFV Visitor's Guide.

**Adjourn**