

North Fork Valley Creative Coalition

Board of Directors Meeting

Thursday, April 4th, 2019

6:00pm at Needlerock Realty, Paonia



Board Meeting Minutes

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

Absent: Winter Ross, Board Member
Pamela Jackson, Board Member

6:09pm Call to Order

Susie calls meeting to order, 9 of 11 Board Members Present.

Accept & Approve Minutes from March Board Meeting

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

Program Manager Report

- Carol attended the Fundraising and Event (Art and Ag) team meetings.
- Researched fundraising ideas, created spreadsheet for scoring interest and track when to implement.
- Worked with Membership team to hold first professional development session on Intellectual Property Law for Creatives; series brand is "Create Success"; 14 people attended, \$29 donations collected from non-members. Recognized and learned that we must receive approval to screen Youtube videos.
- Community Outreach: Met with Tristan Pfeffer, Pioneer Days, to discuss NFVCC assisting with marketing.
- Public Art/Signage: Toured the West Elks Clinic in Hotchkiss with Susie, Meghan McCormick and clinic manager to identify needs for sitting area exhibition; discussed timeframe for project; drafted prospectus for exhibition. All art must be behind glass for health reasons.
- Marketing: drafted NFV Visitor's Guide article; received training on CTO marketing grant mid-term reports.
- Met with Molly Wheelock, potential volunteer, interests are Signage and S2C, she's also available for onsite event help.
- Reminder: Action Team calendar has been established, meetings and project due dates can be entered and tracked here.
- West Elk Community Fund : Last fall we received a grant. Annually give \$20K to various nonprofits.

- Creative Corridor Call this morning.
- Newsletter coming mid-next week as well as a call for Art&Ag Tour Involvement
- Membership Team will finalize material for membership drive at meeting on Monday.
- Also brainstorming for creative membership drive marketing material.
- Click & Pledge and Salesforce follow-up with Christy Eller tomorrow to finalize Salesforce.
- PCI Compliance forms for Salesforce will be handled by Heidi.

Review Financial Reports: Cash Flow and P&L

- Reports sent out by Mary George (synopsis by Heidi)
- **P&L:** \$7,246 brought in in total.
 - \$2,550 in contract services in includes initial \$1000 payment for Vista worker shared with town.
 - Insurance paid monthly
 - Marketing our largest expense before payroll (CTO marketing)
 - New income -\$8,178
 - Payroll liabilities waiting to be paid.
- **Cashflow:** \$7,030.46 in bank.
- Sara moves to accept financial reports, Patti seconds. In Favor: ALL

Authorization of Check Signers

- We need to authorize check signers as an organization.
 - Josh moves to accept Mary George, Heidi Hudek, and Susie Kaldis as check signers. Sara seconds. In Favor: ALL

On Boarding Documents

- Confidentiality Report and Conflict of Interest Policy will be signed by all present today or by next board meeting. Additional documents will be re-drafted by Executive Team. Executive Team meeting TBD.

Program Manager Job Description Review

- Susie reviews Job Description in entirety as posted in Google Drive.
- Important of note: Board President is the go-between with Program Manager.
- Susie asks Carol for her impression, Carol notes the possibility of adding metrics/analytics to job description.
- Susie suggests that Carol review and Board review as well, with proposed Job Description to be voted on at next meeting.

Mary George, Board Member Departs.

Action Teams

- **Membership Team**
 - March "Create Success" review: good engagement from members. Some stayed around to network.
 - Meeting on Monday will be a debriefing from recent "Create Success" as well as strategic planning for membership drive at the end of April and future "Create Success" events and FFF Presence.

- o CRAFT potential: <https://industry.colorado.com/colorado-rural-academy-tourism-craft>
- o Membership team acknowledges room for improvement with Create Success facilitation.
- o Parking Lots Items for Membership:
 - Bring CTO here to do a workshop for business listing on Colorado.com (they will come here to team our members how to create online business listings)
 - Sticker/logo/brand: Made in Paonia, CO.
 - Catalog of NF Valley products (with online presence) (Etsy?)
 - Paonia winning awards in 1982/3 at the World Fair in Chicago (use history?)
 - Collaborations and Partnerships: *North Fork Historic Society*
 - North Fork Historic Society: Judy Livingston
 - Bare Budget and could use some fresh energy, ideas.
 - Historic walking tour in collab with Chamber and NFVCC
 - Historic Photo Booth in either Cherry Days or Mtn Harvest Fest Booth
- **Fundraising Team**
 - o Great meeting: lots of new ideas and avenues for fundraising
 - High caliber, small intimate donor dinner, potentially mid-June
 - Also potentially a “Paonia Chopped/Food Event” in the fall
 - FFF: Ideas include members mixers. Need to be multi-faceted.
 - Potential for photo booth for Mary Hockenberry art-car to CCI summit.
 - Could we block off some parking spaces for NFVCC presence?
 - Cherry Days Presence with activities: tie-die, photo booth
 - Created the sponsor benefits for the Art & Ag Tour
 - Drafted a sponsorship request for \$2,500
 - They contributed \$1,000 last year.
 - Anna Kampe, Kampe Family foundation will donating \$1,500 after West Elk Community Fund.
 - Nick Lypps: giving a \$3,500 donation for public art.
 - Heidi will send Josh list for Thank Yous that need to be sent.
 - We have been awarded the \$10K CCI grant.
 - Town will be submitting their \$2,500 check for signage depending on Region 10 grant.
 - At this point enough money for one gateway sign.
 - Cornerstone Realty: courting as a donor. Potential for NFVCC to help market blast sales/opportunities that donors are offering.
- **Events**
 - o Productive Meeting: Focused on Art & Ag Tour. Emily from VOGA attended and on-board.
 - o Julie Bennett: with Root & Vine will be handling the winery coordination.
 - o VOGA will do a full page ad in the directory and also put \$100/each for three farm demonstrations
 - o 2 day-tour.
 - o Deadline to become a tour participant in May 31st. Maps out by Cherry Days
 - o Possibly a booklet instead of a tri-fold. May be able to use marketing money from CTO.
 - o Potential to use an mobile app for Art&Ag?
 - o Idea: a bus for limited routes. A Disco Bus? Engage may sponsor the bus.
 - o Dinner is going to pivot to a BBQ buffet, and ticket price will come down and food will move faster. Dinner will be at Edesia. Friday August, 30th.
 - o Silent Auction: big component. Asking for help from Fundraising Committee: Art, Activities, Experiences. Potential for online bidding on the website for memberships.

- o Kate is also soliciting silent auction items for WSCC.
- **Public Art & Signage**
 - o \$450 donation by Kaspar for signage.
 - o Mural went up on 4th and Grand
 - o \$250 for PELA.
 - o Need metalsmith for additional Hwy sign. AVA has agreed to share sign space.
 - o We've secured \$350 for material for lighting on existing sign
 - o Ed Eaton will donate \$1000 of in-kind labor
- **Community Outreach**
 - o Executive Session (off record)
- **Marketing Team**
 - o Susie is the sole member. Not meetings happening.

Selecting May Board Meeting

- Selected for Tuesday, May 7th, 2019 at 6:00pm at Edesia (and first Tuesdays of the month moving forward).

Adjourn

- Meeting adjourned at 8:09pm.