



## **BOARD OF DIRECTORS**

Minutes

July 28, 2021

8am – 10:30am

The Board of Directors of History Colorado (a/k/a The Colorado Historical Society) (“HC”) met via virtual conference on July 28, 2021. Present were directors: Tamra Ward, Marco Abarca, Luis Benitez, Cathy Carpenter Dea, Cathey Finlon, Donna Lynne, Robert Musgraves, Ellen Roberts, Alan Salazar, Stephen Sturm, Mary Sullivan, Penfield Tate III and Ann Alexander Walker.

Also in attendance: Steve Turner, Dawn DiPrince, Luis Colón, Shannon Joern, Shadia Lemus, Angie Paccione, Cathy Stroh, Margaret Conable, Patrick Warwick-Diaz, Jordan Parry and Jeannie Vanderburg. Dianne Brown served as recording secretary.

Ward called the meeting to order 8:06am. She congratulated Turner on his upcoming retirement and also congratulated DiPrince on her appointment as the new executive director.

This was Turner’s last board meeting before his retirement in August and several members shared their thanks and gratitude for his leadership. Ward made a motion that the board bestow an honorary title to Turner of Executive Director Emeritus, Walker 2nd; and the motion passed. Turner thanked the board for all of its support and welcomed DiPrince as the soon to be new executive director.

Ward asked for a motion to approve the May 26, 2021 minutes. Finlon motioned to approve the minutes; Walker 2nd; motion passed.

**Deaccessions** - For the new members who may not be familiar with the process to deaccession collection items, Turner provided background and reasoning for deaccession items. He noted that the curators are very mindful in determining what can be removed from the collection and why. Typically items are either damaged, duplicative or space is needed. These items are then auctioned off and funds are used for new acquisitions. Turner asked for a motion to approve the deaccessions. Sullivan motioned to approve; Roberts 2nd; motion passed.

**Legislative Report** - Vanderburg provided a legislative report. She noted that the budget submittal process was completed on July 15. Now that HC is receiving COP funding, the team needs to think about what we need going forward and determine how to submit a proposal. Five requests were submitted. Two via the regular budget process and three via the stimulus process. If Cumbres Toltec receives \$5M they will be self-sufficient and no longer need state funding assistance. Musgraves thinks there may be a perception that HC receives these funds

instead of knowing that HC is just a conduit for the money transfer to Cumbres Toltec because the organization cannot receive the funds directly. The board will discuss ways HC can step away from serving this role. Vanderburg is meeting with OSPB to review and address questions about funding proposals and also noted that with regard to north storage needs, it was determined that the request didn't fit in the stimulus ask category. Next year we will be in a position to request funding our capital construction for storage needs. She is working to give the Capital Development Committee a tour of Grant Humphreys.

**CO State Review Board** - Walker noted that members on the review board volunteer their services to review and read hundreds of nominations to the state register. There are two members not seeking reappointment on the Colorado State Review Board. The committee has recommended two new members with background and expertise in railroad history and cultural history, as well as the reappointment of five members. Waker also noted that the governor makes the final decision on appointments. Roberts moved to approve sending the recommendations to the governor; Sturm 2nd; motion passed.

**Publicity/Marketing** - Lemus provided a report on publicity and marketing after introducing herself. She highlighted events from May to July noting that we have seen an increase of 245% in ad reach value. We have added creative, unusual events (outdoor concerts on Thursdays; heritage produce baskets; special sampling and recipes from chef Nick); built a more robust website and increased our community and media partnerships. She also noted that we are working on influencers. Benitez noted *Visit Wyoming* advertises travel influencers to tell stories over static pictures and he asked if we are getting people on the road for influencers. Lemus replied that the Colo Tourism Office hires influencers (which costs money) and directs where the influencers travel to. The Metro area access to influencers is easy, we need to know who they are in the rural areas. She is starting to discuss this among the marketing team. Benitez offered his assistance with this. Turner recognized Lemus' hard work and Ward echoed that.

**Finance Report** - Colón reviewed the period 11 actuals and the full year forecast. He noted that we were facing a \$1.575K deficit, but the second round of PPP helped put HC in the positive balance of \$424K. Before he continued with the financial report, he introduced Jordan Parry who replaced Cameron Bellamy as budget director.

**FY22 Budget** - Colón reported that gaming revenue is strong, resulting in HC increase of \$1M in operating. The total operating budget is now \$9.2M. He presented a request which was approved by the finance committee to use \$1M for the following which align with our strategic plan: facilities project manager \$80K; \$500K investing in Community Museums; realign indirect SHF \$130K; statewide Hands on History \$130K; community engagement black heritage \$80K and financial analyst \$80K. Finlon motioned to approve the budget request; Sullivan 2nd; motion passed.

**PPP First Draw** - Colón noted that we received PPP loan forgiveness for this \$1M loan on July 1st which allows us to apply funds toward FY22 operations. We need to vet and approve our reserve policy that will provide steps/procedures on how funds are used so there are no

questions about it. Initial ideas on how to use funds include: e-preservation; point of sales system; capital construction; and reserve fund. Musgraves needs staff to confirm funds haven't been spent. Colón will provide this at the next finance committee meeting. Musgraves noted that since we don't have long term storage figured out, we need to be sure we have the funds. Turner provided more background pertaining to Musgraves concerns and noted that we are closing on the Lowry sale in January and we will have \$300K earnest funds available to make emergency repairs at north storage.

**Facilities Report** - Colón then reported that we received feedback from OSPB and Dept. of Higher Education about the north storage facility needs. An audit has been suggested to understand the current condition and determine repairs needed. The audit will combine with a collections storage master plan to help with long-term plans. Lowry earnest money of \$300K plus additional \$200K in four payments will be used. Additionally, Capstone will help with an advocacy plan. Sullivan asked why Lowry close got deferred; Turner replied that the City of Denver permitting is taking longer. Sullivan asked who is conducting assessments, the facility doesn't meet our needs now and needs lots of repair. Turner confirmed that we conducted an analysis of the space but we need a study to determine long term needs. We hope the study is completed by the end of September. This will demonstrate to OSPB that we've done our due diligence because we don't have the legislative authority to do anything without their approval and support. Sullivan would like to elevate the urgency at OSPB to invest funds wisely rather than using them as a band-aid. Turner acknowledged Sullivan's comments and noted that we will plan to work with Capstone's recommended timing for FY23 budget requests. Turner stated that the roofs have been patched to prevent leaking and believes we can use the space for another 2 years. He also noted that we need to tackle items one fire at a time. Specifically, now that we solved the COP, we can focus on our storage needs. Ward noted that this conversion is important and is ongoing and we will continue to move forward in the process. With that, Finlon thanked Colón for his work and leadership.

**Board Training** - Warwick-Diaz introduced himself as assistant AG in the higher education unit. He serves as general counsel to HC on legal matters. The statute general assembly finds that it's a best practice to engage in annual training on topics such as conflict of interests, open records act, and open meeting policy. He provided training materials which are uploaded in the folder for members to review in more detail and covered a few topics as concerns the roles and governance of the board. A question was raised concerning personal notes being available for open records. Warwick-Diaz will research this and get back to the board on that. He did note that using 'bcc' prevents the potential for an email 'meeting.' In closing, he noted that members are welcome to send questions for follow up at a later time.

The meeting adjourned at 10:34am.