

**MINUTES OF A MEETING OF THE BOARD OF DIRECTORS
HISTORY COLORADO
March 23, 2017**

A meeting of the Colorado Historical Society (History Colorado/HC) Board of Directors was held at 8:00 am at the History Colorado Center on March 23, 2017. Present were directors Cathy Carpenter Dea, Cathey Finlon, Bob Musgraves, Rick Pederson, and Tamra Ward. History Colorado staff in attendance were Steve Turner, Janet McFarland Burlile and Holly Norton. Also attending was Mavis Kacena, Volunteer Council President, and Ed Ellis, Volunteer. Sherry Lestina served as recording secretary.

Bob Musgraves, Board Chair, called the meeting to order at 8:05 am and confirmed the presence of a quorum.

Chair

- The minutes of the meeting of February 22, 2017 were approved without change. (Attachment A)
- Directors Marco Abarca, Rick Pederson and Chris Tetzeli's board terms all expire on June 30, 2017. Pederson was asked to step out of the room before continuing the discussion. Following discussion among the remaining directors, it was the group's view that the Board should recommend to Governor Hickenlooper the reappointment of Abarca, Pederson, and Tetzeli. The Board also discussed the need and desire to focus on enhancing diversity on the Board. On this subject, Musgraves noted that he would like to have a discussion about the possibility of urging that term limits be adopted for the Board (which would require a statutory modification), but will defer that discussion to a later meeting.

Financial information

- On a net basis, the organization's finances still continue to be on track toward a breakeven performance in FY17, although membership and KM revenues continue to underperform (offset by lower expense in certain areas). Membership is down due to the lack of new exhibitions. KM is slowly increasing the number of rental events. The Facilities deficit is due to a security cost number not in the original budget. (Attachment B)
- Education is performing way above expectations in terms of revenues.
- It will take several years to determine whether or not the new exhibit strategy will produce the desired results. This should be aided by education and adult education programs. Focused marketing is also helping.

Executive Director

- Volunteers – Most volunteers have been recruited by the website. An option might be to talk to attendees of HC's adult education programs as they are primarily attended by older adults. Turner would like to begin using volunteers in the library to increase library hours. There are some volunteers that have extensive library experience. Kacena and Ellis stated that most volunteers like to work in areas in which they have experience. HC needs to use volunteers more efficiently and effectively. There are pockets where training and usage are very good. The Volunteer process needs attention. The Service Enterprise Training in which the Volunteer Manager and Senior Staff are participating, is a good first step. OAHF is using volunteers pretty

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effectively; they are doing a great deal of scanning in legacy documents. The volunteer process will be re-visited more fully in July.

- Finlon brought up the Culture Track research regarding differing needs of older vs. millennial visitors. One of the best ways to see how well a museum is working is to “walk it”--see how long visitors stay, ages of visitors, what they look at, what they are saying, etc. Need to continue to collect data about visitors. Have to determine what narratives will reach the most people.
- Lowry warehouse (532 Golfers Way) – Musgraves asked Ward to step out of the room for this discussion since her fiancé has an interest in any possible transaction. Currently have 3 offers. Turner originally wanted to establish an endowment to create exhibits with the proceeds of the sale. However, Sen. Sonnenberg has stated that for him to support the bill, as Lowry is a capital asset, he wants HC to invest the proceeds in our capital assets, i.e., focused on community museums. Musgraves recommended that final resolution of the matter be delegated by the Board to a committee composed of Pederson and Musgraves, in close consultation with Turner. On motion by Musgraves, seconded by Carpenter Dea, the Board approved the Board Resolution re: Sale of 532 Golfers Way. (Attachment C)
- Publicity on the *Backstory* exhibition has been very good.

Preservation – Office of Archaeology and Historic Preservation (OAHP) report (Attachment D)

Development quarterly report

- 334 guests attended the *Backstory* opening event on March 16, 2017. 217 members attended the member preview day on March 17, 2017. *Backstory* development raised \$110,000 in support, including \$75,000 from the Sturm Family Foundation.
- A membership acquisition was mailed to 40,000 households two weeks ago. To date, there are 171 new members. The Membership Manager is also working with the KM front desk staff to increase onsite sales of memberships.
- The goal of the new Colorado! program is 30 new households. Currently have 23 commitments.
- Ute Indian Museum campaign – have \$300,000 in commitments and cash in hand with many new donors.
- Will need commitments of \$400,000 for the *100 Objects* exhibit. A request has been made to the Boettcher Foundation for \$500,000 and the offer of naming the new gallery in honor of Tim Schultz. Turner has had a conversation with Frank Kugeler, CHF Chair, regarding their efforts to raise \$100,000 for *100 Objects*. CHF will be holding their May Board of Directors meeting at HC. This conversation will continue.
- Please see Attachment E for development and membership fundraising activity reports.

Other business

- Carpenter Dea talked about various programs being held at small local museums across the state. How do we bring these things to HC? This topic will require further discussion.

There being no further business to come before the Board of Directors, the meeting was adjourned at 10:00 am.