

**MINUTES OF A MEETING OF THE BOARD OF DIRECTORS
HISTORY COLORADO
November 30, 2016**

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 November 30, 2016. Present were directors Marco Abarca, Cathy Dea, Cathey Finlon, Bob Musgraves, Rick Pederson, Ann Pritzlaff, Chris Tetzeli and Tamra Ward. History Colorado staff in attendance were Steve Turner, Emily Dobish and Shannon Voirol. 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 8:01 am and confirmed the presence of a quorum.

Former Board member, Charlie Woolley, joined the meeting. Musgraves thanked Woolley for his past service and presented him with a thank you gift of a framed historic photograph of the Georgetown Loop Railroad® with a silver replica lifetime pass to the railroad. A similar memento in thanks for his service was being sent to Ken Lund, who could not attend the meeting in person.

Chair

- The minutes of the meeting of October 19, 2016 were approved without change. (Attachment A)
- It was decided to extend the January 18th meeting to noon, using the additional time for a planning session for FY18. Pritzlaff offered to take everyone to lunch at the National Western Club after the meeting.
- A Doodle poll will be sent out to determine whether Tuesday, Wednesday or Thursday of the third or fourth week of the month will be the best day to schedule the 2017 board meetings.

Service Enterprise Initiative:

- Emily Dobish, HC Volunteer Manager, and Mavis Kacena, Volunteer Council President, presented a proposal for HC to strengthen its capacity to fundamentally leverage volunteers and their skills to achieve its social mission. The Volunteer Council has offered to fund the initial \$5,000 of the \$5,800 training fee. The Board approved this proposal. A letter will be drafted for Musgraves' signature signifying the Board's support. (Attachment B)

Executive Director:

- Ute Indian Museum update – Shannon Voirol showed an architectural “fly-thru” of the building as it will look upon completion. She also showed the video the City of Montrose made to show concepts for the museum after the renovations are complete and the exhibits are installed. The building is about 80% complete. Turner spoke about the fundraising efforts for the exhibits both in Montrose and for the Ute-Denver exhibit at HC. Turner asked the Board for names of contacts on the Western Slope that could aid with fundraising. Pritzlaff asked about funds available for PR, which Turner assured her were in the budget. There has been some good media about the renovation. A consultation is scheduled with the three Ute Tribes to review label wording. Finlon was asked about the potentials of national publicity, which she said was a possibility.

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- Period 3 financials – (Attachment D) Some revenues are down, but expenses are also down. Turner spoke about specific areas of deficiencies and the efforts that are in progress to correct those deficiencies. Turner and Finlon talked about the way KM is working with HC and that some changes may be made to the contract in 2017. Turner also talked about the potential facility and security staff changes.
- Publication strategies – Turner discussed the changes that are in process for *Heritage* magazine and the new *Explore* publication. *Heritage* will contain articles and *Explore* will have the events calendar for HC, Community Museums, Tour & Treks, lectures, programs, etc. Marketing and Communications is also discussing digital strategies for the new publication.
- Performance plans – new plans are being completed focused around the five goals previously established. All staff are revising their work plans with these goals in mind.
- Misc –
 - Turner issued an invitation to all board members to meet with him to talk about the Leadership Fund and upcoming exhibit plans. He also spoke about the potential of a development council. Turner feels that the Foundation is not going to be the fundraising entity that HC needs.
 - Ward received a call from Mark Grueskin, an attorney representing some of the Colorado gaming industry, who was looking for History Colorado support on a gaming proposal. Ward and Turner will meet with Grueskin to gain an understanding of his thoughts.
 - The Ute Indian Museum has received State Enterprise Zone Status.
 - The Colorado Tourism Office and HC are moving forward with a concept to link the Community Museums with a heritage trail. They are also looking at a Native American trail.
 - The Colorado Music Hall of Fame is still interested in moving into History Colorado's building. Turner asked for a written proposal from them for the Board's consideration.

Task Force Updates:

- Real estate – Pederson. We are still waiting for a good offer for the Lowry warehouse. There have been numerous showings. Discussions continue on how to improve the functionality and attractiveness of the atrium at the History Colorado Center. Information is being gathered from other museums as to how they use their atriums. Several Board members and HC staff will be meeting with representatives from Panasonic to discuss possible technology improvements. The challenge is trying to find the right balance between technology, cost and how to use some of the more updated types of tech. The content needs to remain fresh while being careful not to invest too heavily in tech that will become obsolete in a short time.
- Atrium concert series – Tetzeli. The main challenge is the budget for talent. However, Tetzeli may be able to request some favors from his talent pool for them to participate at a reduced rate to sponsor the Museum. HC would need to look for sponsorship to underwrite those reduced costs. The concerts would be a Q&A discussion with the musician as well as a musical performance. All of Tetzeli's efforts are greatly appreciated by the Board. On motion by Musgraves, seconded by Dea, the Board approved spending up to \$60,000 from Fund 22T to support the concert series.

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- Collections – Abarca. Through reports from Elisa Phelps, Director of Collections and Library Division, it is clear that the collections are not very diverse from a racial/ethnic perspective. Abarca reported that he would like to see some changes in how collections are acquired to help address this problem. He would also like to see acquisitions become more active and deliberate. Turner talked about a possible staff position that could be developed to aid in this process. (Attachment D)
- Finlon – focusing on development, KM, facility and marketing.
- Colorado Historical Foundation – Musgraves. CHF is holding approximately \$6M in restricted and unrestricted funds. They are the trustee of those funds and we cannot just remove HC's funds without problems. Musgraves continues to try to determine the best use for the Foundation.

State Historian:

- Discussions continue as to the role and responsibilities of the State Historian. Several Board members will speak with the Governor about this issue.

There being no further business to come before the Board of Directors, the meeting was adjourned at 10:20 am.