

**MINUTES OF A MEETING OF THE BOARD OF DIRECTORS  
HISTORY COLORADO**

**JULY 28, 2015**

A meeting of the Colorado Historical Society (History Colorado) Board of Directors was held at 12:00 p.m. at the History Colorado Center on July 28, 2015. Present were directors Marco Antonio Abarca, Cathey McClain Finlon, Kenneth W. Lund, Robert E. Musgraves, Rick A. Pederson, Ann Alexander Pritzlaff, and Tamra J. Ward. Staff attending were Edward C. Nichols, Jennifer Adams, Ginny Baker, Joseph Bell, Janet McFarland Burlile, Lauren Carroll, Jennifer Clayman, Bill Convery, Melissa de Bie, Laura Douglas, Natalie Elder, Shawn Fausett, Megan Friedel, Brooke Gladstone, Becca Goodrum, Shannon Haltiwanger, Katie Heidsiek, Kathryn Hill, Abby Krause, Sherry Lestina, Aaron Marcus, Emily Moazami, Holly Norton, Elisa Phelps, Tara Phillips, Deborah Radman, JJ Rutherford, Laura Ruttum-Senturia, Shanea Ruybal, Alison Salutz, Jeff Thurston, Todd Topper, Steve Turner, Shannon Voirol, Kathy White, Kelly Williams, Todd Wolfe, Alisa Zahller, and Michelle Zale. Senior Assistant Attorney General Jon Fero also attended.

Following a duly noticed executive session, Ann Pritzlaff, Chairman of the Board, called the public meeting to order at 12:44 p.m. and confirmed the presence of a quorum. Jennifer Adams served as recording secretary.

**PRESIDENT'S REPORT**

Ed Nichols reported on activities during the week. Colorado Day activities will be held at the History Colorado Center, indoors and out, from 10:00 a.m. to 5:00 p.m. on August 1 and 2. Work continues on the Ute Indian Museum expansion, with Mesa Verde and National Park Service staff participating. A follow up meeting is planned in Denver next week.

**CHAIRMAN'S REPORT**

Pritzlaff said prompt approval of the bylaws was a key concern. She added that the Directors Council would be considered soon as well, noting that these are people loyal to History Colorado, and this Board would be responsive as soon as possible. She thanked the new Board for its work in a short time.

**PRESERVATION PROGRAMS (Attachment A)**

Steve Turner presented Preservation Programs information encompassing both the Office of Archaeology and Historic Preservation and the State Historical Fund. He said that Ed Nichols was the State Historic Preservation Officer, that Dr. Holly Norton was the new Deputy SHPO for Archaeology and that Turner was the Deputy SHPO for Architecture.

Turner said that the National Historic Preservation Act was enacted in 1966 to respond to federal highway and urban renewal programs that caused hundreds of thousands of historic buildings to be torn down. More recently the federal government has provided support to HC for its historic preservation efforts, including a 10 year preservation plan involving statewide input, surveys, and listening sessions, all under federal law.

Divisions of Preservation Programs include:

- Historical and Architectural Survey, working to minimize human intervention impacts on historic places,
- National & State Register, managing 1500+ national and 1900 state listings,
- Information Management, managing the digital records of 200,000 sites,
- Intergovernmental Services, administering the Section 106, state tax credit, and federal tax credit programs,
- Historic Preservation Technical Outreach, providing guidance to counties (53 last year) and supporting the efforts of 51 certified local governments,
- Office of the State Archaeologist, granting permits for research projects, helping with burial discoveries, training citizens through the Program for Avocational Archaeological Certification, and responding to archaeological emergencies in communities,
- State Historical Fund, managing the state's historic preservation grants program, which to date has awarded 4,100 grants totaling \$265M, with grants received by all 64 Colorado counties.

## **MUSEUM OPERATIONS**

Kathryn Hill stated that she had spent 30 years in the museum business and that this was her dream job. Attendance at history museums has been declining, and identifying the compelling social need has become more important, along with understanding the present in the context of the past. In the Colorado History Museum the audience was made up of school groups and tourists. It is important to cultivate nontraditional audiences.

Museum Operations comprises 6 divisions:

- Education provides digital badges that coincide with 4<sup>th</sup>, 7<sup>th</sup>, and 11<sup>th</sup> grade curricula and testing.
- Museums are located throughout the state and can serve community needs.
- Collections held by HC comprise 15 million artifacts, documents, photos, and maps. Inventory has been completed. Library and Resource Center offers an opportunity to explore all collections on line.
- Marketing has established a Mystery Shopper program and receives regular reports of visitor satisfaction.
- Exhibits & Interpretation receives the most attention and the most criticism. This work is the most public and the most expensive.
- Guest Services works to ensure that all visitors feel "welcome, safe and smart."

The Programs & Exhibits Committee has been studying the issues of who to serve, content, role of traveling exhibits, and planning assistance. Exhibits have been lower than projections in both revenue and visitors.

The FY2014 performance audit made several findings related to financial management and one finding regarding the governance of HC, which had been different than other higher education agencies. After three years of over expenditures, clear financial reports are even more important.

## **PROGRAMS & EXHIBITS TASK FORCES**

Marco Abarca said that the committee had formed four task forces: Exhibits, Education, Marketing, and Community Museums. He has served on the Board for the past seven or eight

months, and now has a better understanding of how HC looks at exhibits, as well as what might be done in the future. He submitted a one-page business plan articulating goals. (Attachment B)

Abarca summarized recent exhibits, including costs:

- Summer 2014, *FOOD*, \$660,000 Capital Campaign fund
- Fall 2014, *Race*, \$240,000, Capital Campaign fund
- Spring 2015, *1968*, \$550,000, Capital Campaign fund  
HC produced a companion show, *El Movimiento*
- Summer 2015, *TOYS*, 400,000, Capital Campaign fund

Abarca noted that the Capital Campaign fund is decreasing and asked what types of exhibits should be shown and how would they be paid for. This is a concern for the FY2016 budget. Rented exhibits will require fundraising and staff will need to generate History Colorado exhibits with its own holdings. A more Colorado-centric focus is needed. Abarca asked if this requires a committee. If so, who should sit on that committee, Directors Council members? Who does the work?

Abarca reported that the Jefferson papers offer was still in discussion. He understood that the Massachusetts Historical Society (MHS) would pay the costs. Nichols and Bill Convery will lead a discussion of this opportunity at the July 30 meeting. Different costs have been described for transportation, etc. MHS will provide a companion educational program. HC could perhaps display this collection in late summer 2016. Pritzlaff reiterated that this conversation would continue, and requested a one-page summary of the concept be submitted for the next meeting.

## **DEVELOPMENT & MEMBERSHIP**

Janet Burlile reported that Ruth Roberts had made an unrestricted bequest to the History Colorado endowment. Tamra Ward asked if this gift could be deposited into reserves. Bell agreed the gift could be added to the fund balance. Burlile said it was difficult to take funds back out of the State Treasury. The gift could be put into the Colorado Historical Foundation and HC could draw on it. She concluded that HC has a long history of putting unrestricted gifts toward the endowment. Pritzlaff summarized the issues, including the need for a policy on this topic, resolution of this gift, and an understanding of the CHF process.

## **NEXT MEETING AGENDA**

Pritzlaff stated that the Board would put the following items on its July 30 agenda or soon thereafter: Ruth Roberts estate, new gifts, the Development & Membership presentation, Governance, Bylaws, Directors Council, exhibits policy, review and approval of the Jefferson project, and a presentation from Marketing.

## **BUDGET & FINANCE**

Bell provided a quick review of the draft Budget to Actual report for period 11, noting that payroll postings continue to lag in CORE.

**OTHER BUSINESS and ADJOURNMENT**

Jennifer Clayman reported on the voluntary separation and furlough program to date. Forty staff members signed up for one or more furlough days, representing \$173,000 in savings. Seventeen staff have applied for separation and have been found eligible; five of these have resigned. Responding to Pritzlaff, she said that the limit on furlough days is 72 per fiscal year.

There being no further business to come before the Board of Directors, the meeting was adjourned at 2:10 p.m.

Respectfully submitted,

Edward C. Nichols  
President and CEO