



History Colorado
Board of Directors Meeting
January 22, 2020
Minutes

The Board of Directors of History Colorado (a/k/a The Colorado Historical Society) (“HC”) met on January 22, 2020. Present were directors: Cathey Finlon, Marco Abarca, Cathy Carpenter Dea, Donna Lynne (online), Greg Moore (online) Bob Musgraves, Alan Salazar, Stephen Sturm, and Ann Walker.

Also in attendance were: Steve Turner, Bryan Brune, Margaret Conable, Dawn DiPrince, Kathi Grummel, Shannon Haltiwanger, Jason Hanson, Mavis Kacina, Inta Morris, Holly Norton, Cathy Rosset, Jeannie Vanderburg, Marissa Volpe, Lynne Winchell, Dianne Brown served as recording secretary.

Finlon called the meeting to order at 8:08am and confirmed a quorum. Finlon acknowledged the screen displaying a looping slideshow with media highlights of Women's Vote. The board immediately went into executive session to discuss a legal matter.

The board reconvened at 9:05am.

Executive Director Update - Turner gave an overview of his FY20 priorities. He noted the overarching goal to double annual engagement at History Colorado Center. We already have 500K interactions annually, and we plan to double that within 5 years. Visitation has fallen behind due to 2019 summer activities not well-targeted to a multi-generational market. We are working on activities to move us back on track such as offering immersive music activities during the John Denver experience in the atrium and exhibits on the Negro League and Colfax Avenue. Overall, we are aligning efforts with our four strategic planning goals.

Turner requested board approval to spend 22T funds for installing a sound system in the atrium because the current system is inadequate. He clarified that these funds are part of the \$3M that is set aside for controlled maintenance of this facility for 15 years. We have an excess in available funds, which we need to spend by June 30, 2020. Last January, the board approved some expenditures, and two of four projects are completed. There is about \$90K available in the fund and Turner would like to move the sound system up as a priority and hold off on the fence. Finlon noted that during lecture programs we recognized the need for upgrading the sound system. Musgraves asked if the money for the fence is still earmarked, or are we taking money from that to apply towards sound system; Turner replied that if the sound system is higher priced, we would need to pull earmarked funds from the fence; but we are not taking the fence off the list, because we could fundraise for it. Salazar motioned to approve funding requests by Turner, Abarca seconded; motion passed.

JBC Overview - Vanderburg reported that the JBC hearing went well and she will continue discussions with leadership. Legislators have been engaged in our lecture series, and hands on

history is piquing interest at the Capitol. The JBC asked poignant questions that we will need to respond to on record. Finlon acknowledged Capstone for their leadership and lobbyist efforts.

North Storage - Sturm toured the 52K sq ft facility, which was intended to be temporary, but morphed into a major storage facility for History Colorado. The number of artifacts stored there is unbelievable. Staff manage in spite of challenges with the property such as no humidity control; no wifi; poor plumbing; and being at or near full capacity. Something needs to be done. He noted that we're finalizing the sale of the Georgetown property and we have a current offer on Lowry at \$3.2M; we could also sell the north storage building and apply all proceeds toward a new building. Abarca suggests we tour "best of class" collection storage facilities to research our needs. This will then allow us to select the ideal storage facility. Turner suggested inviting Cheri Gerou, the state architect to join board members for a tour of north storage. The state architect establishes capital construction priorities and Gerou could be instrumental. Finlon would like a working group to help identify storage building needs (Musgraves, Abarca, Pederson and Sturm volunteered).

Financial Report - Winchell provided a financial update. Overall, she indicated that we are ahead in revenue and under in expenses; our deficit is \$214K because of the timing difference in COP payments and gaming revenue. Musgraves would like all financial footnotes scratched unless there is a specific explanation required. Winchell plans to make internal process improvements to enable better forecasting.

Philanthropy Dashboard - Grummel provided an overview on the dashboard. Revenues are forecasted when we anticipate them coming in. Membership has been a challenge, but we are working to make improvements.

Update on State Historic Preservation Review Board - Walker presented recommendations for the State Historic Preservation Review Board. There are 5 candidates recommended for appointment, plus 2 reappointments. Finlon motioned to approve, Abarca seconded; motion passed.

State Register - Coronado Motel in Pueblo, which was included in the Green Book used by African American travelers, and the Stanley House in Estes Park were recommended for approval. Abarca motioned to approve and Carpenter Dea seconded; motion passed.

State Historic Fund Grant Funding Approval - Walker asked if anybody has a conflict of interest. Musgraves works with Colorado Preservation, Inc. and will abstain from voting.

Walker noted that the grant round was very competitive and stressful. There were 51 grant requests and over half scored over 80. There was \$1.9M available, and the committee was able to recommend approving 13 grants for funding. Abarca motioned to approve; Sturm seconded; motion passed.

State Historic Preservation Plan - Walker asked that talking points be mailed to the board. They conducted 22 listening sessions across the state; they came up with 407 objectives tied to adaptive reuse, education, help with museums and heritage tourism; agreed to fund more this round. Salazar asked what is the significance about Mesa Verde education film. Walker replied that the existing film is missing the Native voice, which will be added.

Bold Women - DiPrince thanked Lynne and Finlon for their gifts to History Colorado for Bold Women. Change History. She noted that our team has risen to the challenge that commenced

in September 2019 and will continue through September 2020. We have hosted intimate receptions with our keynote bold women speakers before their lecture and it has enabled us to build relationships with powerful women and to continue building momentum, and we have continued to host sold out events activating our atrium.

There being no further business to discuss, the meeting adjourned at 10:44am.