

**Governing Board Meeting
Summary**

embrace colorado

February 16, 2009

4:00 p.m. – 5:30 p.m.

UNC Center

2915 Rocky Mountain Avenue

Loveland, CO

Members Present:

Glenn Vaad

Bill Kaufman

Milan Karspeck

Ed Starck

Rocky Scott

Angie Milewski

Members Absent:

John Kefalas

Tom Selders

Louis Swanson

Staff Present:

John Daggett

Guests:

None

Call to Order

Acting Chair Kaufman called the meeting to order at 4:05 p.m.

Minutes from January 19, 2009

Karspeck moved to approve the minutes. Vaad seconded the motion. The minutes were approved unanimously.

CDOT Contract

Daggett briefly explained that he was continuing to work with Colorado Department of Transportation (CDOT) representatives to complete the contracting arrangement between

embrace colorado and the State. Daggett identified the final steps in the process that need to be completed.

Board Membership

Board members continued their conversation about the makeup of the Board. The consensus of the members present was that the Board should continue to pursue building partnerships with community foundations in the region.

Daggett gave a brief review of the conversations that had taken place with the Community Foundation of Northern Colorado staff stating that he believed there was a good fit in the missions of the two organizations. Daggett also informed the Board that he would be meeting with the staff again and would continue to pursue discussions about how the two organizations might work together. Daggett also stated that he would be giving a presentation to the Greeley Rotary Club at the request of the Community Foundation in Greeley.

The Board then discussed potential members to fill the two open seats. Scott nominated Dave Edwards to fill one of those seats. Karspeck seconded the motion. Board members had a brief discussion about Mr. Edward's qualifications. The Board unanimously appointed Edwards to the Board beginning with the March meeting.

Board members discussed additional candidates including John Coppom, Bob Tointon, and Bill Hertneky, the past chair of the Community Foundation for Greeley and Weld County.

Daggett agreed to follow up with John Coppom and Bill Hertneky. Scott said he would contact Bob Tointon.

Board Retreat

The Board discussed holding a retreat. The purpose of the retreat is to examine what other regions have done with visioning and establishing nonprofit organizations to manage growth and address issues of a regional nature. Board members asked that they be exposed to both what has worked well and also the failures that have taken place elsewhere.

Daggett said he would follow up with several experts he knows who could provide such an overview.

Mission Statement

Board members reviewed the Burns Marketing work on the mission statement and agreed that it was an improvement. Members state they preferred the second statement option that reads: “**embrace colorado** is advancing the full promise of Northern Colorado by achieving a unified vision for the future”.

Members discussed the two other elements that they felt needed to be included in the mission statement: 1) creating a collaborative environment and 2) taking actions to implement solutions to the challenges the region faces. Board members will continue work on the mission statement at their next meeting.

Executive Director Employment Resolution

The Board discussed details of the employment agreement in private.

Board Chair Resignation

Board Chair Kaufman explained that he had been approached by the Attorney General's office with the concern that he may have a conflict of interest in being both the Chair of Embrace Colorado and the State Transportation Commission since Embrace Colorado was contracting with CDOT for funding. Kaufman offered his resignation as the Chair, but acknowledged that he intended to stay on the Board and actively participate in the efforts of the organization. Board members were disappointed that Kaufman would have to relinquish his position, but expressed their appreciation for his dedication and leadership.

Members discussed the situation and promoted Lou Swanson to Chair from his Vice Chair position. The Board discussed holding a formal election in the next couple of months to fill the officers' seats for a one-year term.

Fundraising & Development

The Board felt that associating with the community foundations in Northern Colorado would be very beneficial. The Board felt that if its work could be better aligned with community foundation efforts, **embrace colorado** would not be perceived as being competitive with local foundations or other projects and be more successful over the long run.

The Board also discussed meeting with Publishers of the region's newspapers to advance the message of Embrace Colorado and to explore opportunities to discover other important contacts and potential participants/donors for Embrace Colorado. Scott, Daggett, Milewski and Vaad volunteered to make initial contacts with the Reporter Herald/Times-Call, Coloradoan, NCBR, BCBR, and the Greeley Tribune.

Scott asked Daggett to see whether a mechanism could be set up with the two community foundations to receive donations on behalf of Embrace Colorado. The Board discussed whether there might be a way to pitch fundraising requests through the foundations as they have a more publically recognized brand among the population.

The Board asked Daggett to meet with Swanson to discuss developing a strategy for the involvement of the higher ed community.

Next Meeting

The next meeting will be held in the UNC Center at Centerra from 4:00 – 5:30 p.m. on Monday, March 16, 2009.

Other Business

There was no other business.

The meeting adjourned at 6:05 pm.