

Agenda

embrace colorado

Board of Directors

September 21, 2009
4:00 p.m. – 5:30 p.m.
UNC Center at Centerra
2915 Rocky Mountain Avenue
Loveland, CO

- | | |
|---|--------|
| A. Introductions & Guests | 05 Min |
| B. Approval of Minutes (August 17, 2009) | 05 Min |
| C. Budget & Financials | 40 Min |
| a. Income/Expense – August 31, 2009 | |
| b. Local Government Support | |
| c. Fundraising Goals & Strategy (Art Bavoso) | |
| d. Receptions and Coffees - Identify Potential Donors | |
| D. Board Nominations | 25 Min |
| a. Criteria for Board Membership | |
| b. Nominees | |
| c. Appointments | |
| E. Director's Report | 10 Min |
| a. CDOT Response to Social Networking Survey/Contract | |
| b. Joint Foundation Meeting | |
| c. Downtown Development & Urban Renewal Authorities | |
| d. NCEDC | |
| F. Other Business | 05 Min |
| G. Adjourn | |

Next Meeting Scheduled – October 19, 2009 4:00 – 5:30 p.m.

**Board of Directors Meeting
Summary**

embrace colorado

August 17, 2009

4:00 p.m. – 5:30 p.m.

UNC Center

2915 Rocky Mountain Avenue

Loveland, CO

Members Present:

Rocky Scott

Ed Starck

Dave Edwards

Angie Milewski

Glenn Vaad

John Coppom

Milan Karspeck

Members Absent:

Louis Swanson

Bill Kaufman

John Kefalas

Staff Present:

John Daggett

Guests:

None

Call to Order

The meeting was called to order at 4:00 p.m. by Ed Stark.

Minutes from July 20, 2009

Dave Edwards moved and John Coppom seconded a motion to approve the minutes from the July 20th meeting. The minutes were approved unanimously.

Social Networking Study

Daggett announced he had met with Dr. Lynn Hempel about conducting a social networking study for the region with the goal of identifying candidates for the 50 – 70 member *Initiating Committee* that will be established to guide the visioning process and identify and work on issues of importance as they arise. Both he and Dr. Hempel felt it was premature for her to present a study paradigm.

Daggett presented an overview of the study process. He explained that:

1. Traditionally, committee selection has taken on one of three approaches: 1) self-selection or 2) appointment or 3) a combination of the two. Using a social networking approach, the Board would apply a reasoned and scientific method to identifying potential *Initiating Committee* members that should enhance its chances of success.
2. The study would cost an estimated \$30,000, but that since it was intrinsic to the development of the public process, he felt that it would be eligible for reimbursement through the CDOT contract.
3. The Board, with the help of others, would be responsible for identifying the first 100 interviewees.
4. Dr. Hempel was asked to work with UNC to identify a researcher there to share the study responsibilities as they relate to Weld County, but that Dr. Hempel would likely be the principal investigator (manager) for the study.
5. The study would have several stages and that the first stage, identifying initial interviewees should, proceed and be completed by October 1st. The 2nd stage would involve two series of survey interviewing of a total of approximately 500 subjects. The 3rd stage would be analysis and follow up. The final stage would produce a report.

Board members discussed the importance of the study and how the data might be used. It was felt that the findings could be sensitive and that it was important to see whether names could be kept confidential. Daggett said he would follow up with CDOT.

Board members asked if there were ample funds in the bank to cover the cost of the study. Daggett said there was not.

Board Nominations

Daggett reported that he had interviewed the two candidates that had been forwarded by John Kefalas: Teresa Tellechea and K-Lynn Cameron. He reported that he felt both candidates had ample previous experience in governing positions and would make great additions to the Board.

A discussion issued about the approach the Board wanted to take in filling the remaining seats. The Board agreed that the best approach would be to develop a pool of candidates

for the Board and choose among those rather than selecting members one or two at a time. Most felt that this approach afforded the Board the opportunity to examine candidates relative to the criteria that has been established for Board membership and the goal of establishing a better balance based on geography, gender, and ethnicity.

The Board decided to fill a pool of no less than twelve potential candidates. Board members were asked to recruit potential candidates over the next month with the expectation of completing the pool and filling seats at their September meeting.

Daggett offered assistance to Board members as they pursued this task.

Dave Edwards moved that the Board create a pool of no less than twelve names as candidates for the Board that will be the basis for Board membership and that candidates are required to have a resume. The motion included a reference to the minimum geographic balance that had previously been established. Angie Milewski seconded the motion.

The motion passed unanimously.

Joint Community Foundation Meeting

Daggett reported that the joint community foundation meeting was scheduled and then postponed. He explained that some difficulties in establishing a date had occurred, but that both foundations wanted to pursue rescheduling the meeting.

John Coppom and Dave Edwards both reiterated that there was a desire by both foundations to meet to discuss working together with Embrace Colorado.

Quarterly Loveland, Fort Collins, Larimer County Regional Meeting

Daggett reported that he and Angie Milewski had attended the Quarterly Meeting between Loveland, Fort Collins, and Larimer County and that the reception was reserved. Daggett also reported that Commissioner Kathay Rennels asked that Embrace Colorado formally request action on the part of the jurisdictions. That request includes technical assistance, assistance in filling Board seats with candidates for the pool, and a small financial contribution.

Dave Edwards noted that Fort Collins response was disappointing. He suggested that perhaps the Board should consider postponing moving forward if Fort Collins was a potential non-player. Board members discussed the nature of local government and the current challenges they have politically and financially. It was decided that Embrace Colorado should continue to move forward with its work plan and identify resources through local and regional foundations that could suffice over the short term (first year). Glenn Vaad said he was pursuing funding and suggested that those funds could assist the Community Foundation Serving Greeley and Weld County to be an equal partner with the Community Foundation of Northern Colorado.

Budget & Financials

Daggett presented the current budget and financial statements to the Board.

Other Business

There was no other business.

Adjourn

Ed Stark adjourned the meeting at 5:45 p.m.

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Choosing Our Future

Agenda Item Summary	Item: C
	Date: September 21, 2009
Embrace Colorado Board of Directors' Meeting	Staff: Daggett/Bavoso

Subject:

Budget & Financials

Action:

Staff recommends that the Board continue to discuss fundraising with a focus on action; what development (fundraising) will be necessary to achieve startup and access to the CDOT grant.

Art Bavoso will present an overview of a fundraising paradigm and guide the Board's discussion on the topic. He will provide assistance to the Board in the days and weeks ahead to move this important effort forward.

Executive Summary:

embrace colorado™ will require funding from many sources to be successful. Those sources are likely to include local governments, business, philanthropic sources including foundations and individuals, and the state and federal governments. However, a target of a minimum of \$70,000 is critical to achieve in the short term for 2009/2010.

embrace colorado™ has entered into an agreement with CDOT which will make \$200,000 available in reimbursable funds which has been available since May 08, 2009. Matching funds and a positive cash flow are required to utilize these resources.

Financials:

Below, please find a simple table that should give you a good explanation of the potential areas needing funding. As you can see from the table, approximately 75% of the funding for the Core services provided by **embrace colorado** has been secured. That, of course, is complicated by the nature of our contract with CDOT which is a reimbursable contract. This fact requires **embrace colorado** to have a level of cash flow to cover approximately 90 days of operation or about \$70,000. This is our highest priority in fundraising.

In addition, to achieve our goals of performing a social networking study/Initiating Committee selection process, the projected \$30k can be leveraged from the operating budget once ample cash flow is in place. Regional communications will be immensely improved by completing the web portal at an additional cost of \$50k (\$32k is in the core budget to get us started). The values study is also a critical element and may need outside state, federal, foundation, or private help to fully fund.

Core	Program 1	Program 2	Program 3
Operating Capital 2009-2010, Trend Analysis, & Regional Communications/Partial Portal Implementation	Social Networking Study & Committee Selection	Full Web Portal Implementation	Northern Colorado Values Study
\$275,000	\$30,000	\$50,000	\$200,000
\$205,000¹	\$0²	\$0	\$0
\$70,000	\$30,000	\$50,000	\$200,000

Fundraising Priorities

Priority 1 - \$70,000 (Operating cash flow)

Priority 2 - \$30,000 (w/operating cash flow in place, this amount is secured through the in-kind donations already in place)

¹ \$30,000 in in-kind donations are identified and being provided, but cannot act as cash flow.

² This resource is secured once operating cash flow is in place.

Priority 3 - \$50,000

Priority 4 - \$200,000

Funding Strategy Overview:

A number of experts in the area have provided staff with recommendations about how to go about raising these needed resources. Each has had a slightly different approach, but all highly recommend “large” donations of the targeted amount of \$10k. Each has recommended a two-step process and suggest that the Board identify double the number of potential private donors. The first step is to meet with the potential private donors to assess their interest in **embrace colorado’s** projects. If there is an interest, then the 2nd step is initiated and a 2nd meeting with the potential private donor is held and a request is made for financial support.

With our priorities then, the number of potential private donors are indicated below with actual donors giving an average of \$10k.

Priority 1 - \$70,000	1 - 14
Priority 2 - \$30,000	1 - 6
Priority 3 - \$50,000	1 - 10
Priority 4 - \$200,000	1 - 40

Other Sources of Funds:

There are other sources that are being developed; our “works in progress”. Those include:

Source	Target
1. All jurisdictions combined is clear that some local jurisdictions are not convinced they want to or can contribute)	\$50k (This may take some extended time and effort to accomplish. It
2. DDA/URA Loveland, Greeley and Fort Collins combined	\$20k (Meetings are being arranged)
3. Community Foundations	\$35k (Meetings are being arranged)
4. Bohemian Foundation	\$50k (Meetings are being arranged)
5. Monfort Foundation	\$50k
6. Private Donors (Individuals)	\$70k

Request of the Board:

I hope you’ve found this helpful in understanding our finances. I would request that each Board member identify at least one potential private individual who may be interested in this effort and in a position to provide some kind of assistance. You may even take the initiative of setting up the initial meeting. I will attend with you if you deem it appropriate and desirable.

As a final note, the Community Foundations have agreed to set up pass-through accounts for [embrace colorado](#) if any donor would prefer giving to the Foundations directly for our benefit or if a donor would like to or needs to be anonymous. Please call me at 970-219-5818 if I can be of assistance.

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growing without losing who we are

Agenda Item Summary	Item: D
	Date: September 21, 2009
Embrace Colorado Board of Directors' Meeting	Staff: Daggett

Subject:

embrace colorado Board Membership

Recommendation:

Staff recommends completing the task that the Board established at its last meeting, filling the remaining seats on the Board, and adding members as appropriate when they become available.

Executive Summary:

At the Board meeting of August 17th, the **embrace colorado** Board passed a resolution to develop a pool of Board candidates of a minimum of twelve (12) people to fill 5 – 6 vacant seats on the Board. These seats were made available when the Board expanded the number of seats on the Board to fifteen at their July meeting.

A number of potential candidates have expressed an interest in serving on the Board and Board members agreed to recruit potential Board candidates to fill the pool. The purpose of the recruitment effort is to establish a pool of a minimum of twelve (12) people which will be used to select the new Board members. Completing the pool and filling the remaining Board seats has been identified as a priority of the Board.