

Approved May 17, 2010



Minutes of the Regular Meeting
Colorado Chautauqua Association Board of Directors
Monday, April 5, 2010
Rocky Mountain Climbers Club, Community House

Directors Present: Steve Brett, Richard Foy, Mike Franson (arrived 6:20), Ben Gilbert, Barbara Guthery, Conrad Lattes, Patty Limerick (arrived 6:25), John Meyer, Richard Polk, Ed Sanders, Phil Shull, Josh Taxman, Tom Thorpe (arrived 6:35), Kathleen Woodberry

Directors Absent: None [one vacancy at present due to early resignation of Lara Ramsey]

Staff Present: Susan Connelly, Sue Brophy, Jim Turner, Ann Obenchain

Visitors Present: None

I. Call to Order, Roll Call, Announcements, Public Comment - President John Meyer called the meeting to order at approximately 6:15 p.m. He announced the City Council appointments of Tom Thorpe to fill the unexpired term of George Karakehian, who resigned in November 2009 when he was elected to City Council, and Nancy Kornblum, who will take the seat being vacated by Conrad Lattes starting in September. Mr. Meyer welcomed CCA's new Marketing and Development Director Ann Obenchain, who started March 15th.

II. Approval of Minutes of 2/22/10 Regular Meeting - Ms. Guthery moved and Mr. Taxman seconded approval. The motion passed unanimously.

III. President's Report - Mr. Meyer requested that all Board members re-sign the Board agreements and conflict of interest disclosure while the two incoming Board members are doing the same. Mr. Meyer confirmed the upcoming Board retreat for Saturday, June 12th from 1 until 5 p.m., to be followed by a Board decompression and then a catered barbecue with spouses/significant others at the Picnic Shelter starting at 5:30 p.m. He said the retreat will focus on organizational priorities for 2011 and a check-in re: Executive Director performance year-to-date. Mr. Meyer welcomed Patty Limerick, who previously had been appointed by the Board to fill the unexpired term of Board-appointee Dennis Ahlburg, who resigned in November 2009 when he moved out of state. Professor Limerick said that she will have some conflicts with various meetings but will work around it by emails and calls and will have more flexibility when the school term is over, adding that she looks forward to the opportunity.

IV. Executive Director's Report - Executive Director Susan Connelly requested questions on her written Executive Director's Report that had been distributed to the Board. Mr. Taxman asked about the preliminary summer concert schedule and Ms. Connelly distributed a list of the confirmed and tentative NIPP concerts

Grand Convergence III - Ms. Connelly distributed a written update and summarized that staff is pursuing per previous direction from the Fundraising Committee: (1) two possible "taste of Chautauqua" cottage

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crawl/fundraiser evenings in June and either September or October; (2) a variety of speaker/panel opportunities over the course of the summer including Ignite Boulder on June 24, Congressman/philanthropist/education activist Jared Polis in August, a possible NCAR/UCAR 50th anniversary speaker and possible collaboration with Naturally Boulder; and (3) a possible special fundraising concert. She presented the preliminary budget, which was predicated on \$150/person ticket for the "taste of Chautauqua" event culminating in the Grand Assembly, with its limit of 80 people at rounds and assuming a healthy live auction outcome. She also presented table captain recruitment information and a sign-up sheet.

Richard Foy questioned the wisdom of doing two fundraising events, given the economic climate and competition from other fundraising events. Ms. Woodberry affirmed the idea of the cottage crawl and said that a lower ticket price would make the event more accessible. Mr. Polk asked whether the event was to raise funds or grow participation. Mr. Brett noted that a \$150 ticket price would bring guests who might not bid as much at the auction and favored a ticket price higher than \$150. Ms. Guthery agreed about the auction prospects. Mr. Foy questioned providing heavy appetizers as a sort of progressive dinner vs. providing a dinner, and suggested that we see how the upcoming Impact on Education fundraiser dinner at Frasca goes this year. He said that other organizations are not getting desired results from fundraisers and we might be saturating the market trying to do two events. Mr. Meyer requested that everyone weigh in so that the Board can give clear direction to staff as to how to proceed. Ms. Limerick noted that the Center of American West is doing an event on June 11, so that would be a conflict. Mr. Polk suggested that we could have many good restaurants and if everything is tax deductible at \$150 a pop there would be a larger audience of possible attendees, so perhaps we could do one and if it is a success, do the second. Ms. Guthery asked why the preliminary budget indicates only 68 tickets and Ms. Connelly replied that 80 is the Grand Assembly capacity of tables and sponsors get 12 of the 80 tickets. Ms. Guthery said the point of a lower ticket price was to get more people, and perhaps more people would offset the need for an auction, with the additional publicity for Chautauqua offsetting raising less money. Mr. Gilbert asked why so early in June vs. in July when summer Chautauqua people that would fill up the 80 seats. Ms. Connelly replied that the issue is availability of cottages, Missions House and Community House. Mr. Meyer suggested having a tasting event at a lower price point - perhaps tapas and wine - at reduced expense, and perhaps not using the Community House. Mr. Foy expressed dislike for the Ignite Boulder approach, saying that five minutes was not enough time to address a sustainability topic and he would lengthen it to ten minutes. Mr. Sanders suggested perhaps a lower cost summer event and a different fall event. Mr. Taxman expressed concern about the risk in underwriting and producing a special fundraiser concert with a \$100,000 performer guarantee assumed 75% by CCA and 25% by NIPP. Mr. Franson reported that he, Ms. Connelly and Mr. Turner had met with NIPP and been told that once NIPP makes a bid, CCA is on the line. He said that NIPP's bid to Bare Naked Ladies was not accepted and now they are talking to Cyndi Lauper at \$75,000 with \$10,000 of production costs. Mr. Meyer asked for and received head nod affirmation of the special concert fundraiser approach continuing. Mr. Gilbert asked if we could involve more people by involving the Dining Hall. Mr. Polk said he liked the idea of involving more people and suggested holding a wine auction in the Auditorium. Ms. Guthery suggested holding the fundraiser in the Waterwise Garden and using the Auditorium as backup in case of inclement weather. Mr. Meyer suggested changing the June date to July, looking for 200 attendees with no dessert or wine auction in the Community House, focusing on the cottager community, and doing a September event with Frasca and a wine auction. Ms. Woodberry suggested doing such an event as close to July 4th as possible, noting that it is important to get the Cottagers thinking about CCA as needing fundraising. Ms. Limerick suggested marketing the event to the local neighborhood. Mr. Franson questioned whether a restaurant would donate food for 200 people. Ms. Guthery suggested getting four restaurants to each donate one course. Mr. Meyer asked for Board direction, suggesting one restaurant or four restaurants at the \$150 ticket price, including neighbors and cottagers. Ms. Connelly expressed concern about finding cottages available in July. She asked the Board to give her the authority to get something done, and the Board agreed.

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Returning to discussion of the speaker series, Mr. Meyer noted that only the June 24th Ignite Boulder event appears to be controversial. Ms. Woodberry opined that Ignite is a formula that works under the Grand Convergence banner. Mr. Brett noted that he had heard from his daughter that Ignite has been a big success. Mr. Franson suggested that the Board allow the staff to continue to develop the speaker series. Mr. Foy said that when the Grand Convergence was started, it was supposed to be something of great significance and he is concerned that Ignite could trivialize the discussion of climate change and sustainability. He wants to be sure we present something that educates people on these topics. Ms. Limerick passed around a brochure about climate change on government lands and suggested a morality play on climate change to engage the public. Mr. Meyer suggested that staff continue on this path but also look to something more substantive that addresses Mr. Foy's concerns. Ms. Connelly reiterated the possible NCAR/UCAR 50th anniversary speaker concept as "serious".

V. Committee Reports -

Governance - Mr. Lattes said there was nothing new to report. He noted that the Board had authorized the committee to move forward re: membership revisions, not changing the By-laws but changing the designation of people who get priority to buy tickets so we can cure the quorum problem we experience in regard to the annual election and have better marketing/fundraising but will move to implement this next year.

Finance Committee - Mr. Taxman noted the positive variances and that things are going well financially. He highlighted the positive news regarding property tax exemptions that will result in \$21,000 rebate from past two years' taxes paid and ongoing savings of \$11,500 or more per year. He noted that we have been encouraged to seek exemptions on nightly rental cottages and lodges, based on the Snow Mountain Ranch precedent.

Ms. Woodberry said there is \$42,000 in the Buck Arnold Forum temporarily restricted fund and CCA has been authorized to use \$6,000 this summer for three events and \$2,000 for each subsequent year but the money should not be used to subsidize the Grand Convergence special concert fundraiser. She said we will continue to raise money at each Forum event for future Buck Arnold Forums, all of which are to occur in June, July or August, only.

Mr. Taxman reported that a preliminary allocation analysis had been undertaken at Mr. Franson's request, in particular to see how SCFD funds would be allocated to functional areas.

Ms. Connelly presented a memo detailing the necessities and opportunities for a possible supplemental allocation from retained earnings to the previously-approved 2010 operating and capital budgets. Mr. Gilbert noted that the 2010 grounds maintenance contract is under-budget by about \$35,000. Mr. Franson expressed concern about compromising how nice the grounds looked last year. Ms. Guthery suggested using the extra money to put into cottage yards. Mr. Foy said he thought that \$100,000 had been allocated to marketing to the Denver market to increase attendance and Mr. Meyer clarified that while that had been suggested at a prior meeting, it had not been approved by the Board. Mr. Polk expressed a desire to spend the \$56,000 suggested for reserve to back up CCA's exposure on a special fundraising concert. Mr. Taxman expressed interest in additional investment in cooling of cottages beyond what already is budgeted. Ms. Guthery expressed support for underwriting on Colorado Public radio and additional cooling and landscaping and three things that would improve CCA's summer quickly. Mr. Lattes moved approval of the list of operating and capital items recommended by staff, including \$121,250 of "Unbudgeted Items That Need or May Need to Be Funded in 2010" [\$15K to resurface alley behind Missions House/Primrose/Columbine Lodge; \$30K Professional Fees - Legal; \$10K reserve to cover possible shortfall in budget for Sponsorship; \$56,250 reserve to cover CCA's 75% of performer guaranty for special fundraiser concert; \$10K more for Bus/Vehicle pullout project] plus \$10,000 for a Colorado Public Radio campaign, and Mr.

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Brett seconded the motion. Mr. Taxman offered a friendly amendment to the motion to take out the reserve for the special fundraising concert and to substitute in place of that \$56,250: \$20,000 for additional cottage cooling, \$15,000 for additional landscaping of cottages, and \$20,000 for additional marketing [photography and website]. Mr. Lattes and Mr. Brett accepted the friendly amendment. The motion as amended passed 13 - 1 (Polk voting against).

VI. Tom Thorpe swearing in - Mr. Meyer administered the City of Boulder's oath of office to new Council appointee Tom Thorpe.

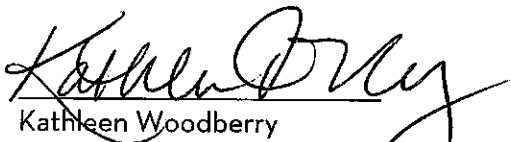
VII. Executive Session - The Board entered into executive session at approximately 8 p.m.

VIII. Resumption of regular meeting - The Board resumed the regular meeting at approximately 8:35 p.m. Mr. Brett moved, and Mr. Foy seconded, to approve the recommendations of the 2020 Planning Committee and to direct the 2020 Planning Committee to continue with the advancement of those recommendations in order to ensure the future sustainability of the historic mission of the Colorado Chautauqua Association. The motion passed unanimously.

IX. Executive Session - The Board resumed executive session at approximately 8:40 p.m.

X. Adjournment - The board emerged from executive session and adjourned the regular meeting at approximately 8:50 p.m., Mr. Meyer reminded the Board that the next regular meeting is Monday, May 17th.

Respectfully submitted,


Kathleen Woodberry
Secretary, CCA Board of Directors