

SCFD BOARD OF DIRECTORS MEETING
February 24, 2022
Zoom
Meeting Minutes

SCFD Board members present: Chair Gino Greco, Vice-Chair Raymond Gonzales, Treasurer Kathy Nesbitt, Suzanne Crawford, Councilwoman Jamie Torres, Jacki Cooper Melmed and Ann Speer

SCFD Board members not present: Secretary Marcela de la Mar, Jack Finlaw, Deborah Malden and Jake Zambrano

SCFD staff present: Executive Director Deborah Jordy, Deputy Director Jessica Kato, Program Officer Dana Manyothane, Program Officer Kendal Zimmermann, Program Officer Tim Murphy, and Administrative Assistant Arlene Hicks

1. Introductions and Quorum Determination

Board Chair Gino Greco called the meeting to order at 1:02 p.m. Followed by introductions of Board and staff. A quorum was present.

2. Review & Approval of Agenda

Suzanne Crawford motioned to approve the agenda. Ann Speer seconded. Motion to approve the agenda passed.

3. Oath of Office: Raymond H. Gonzales, Adams County

Vice-Chair Ray Gonzales read the Oath of Office as re-appointee of Adams County to the SCFD Board of Directors. Ray is the President & CEO of the Metro Denver Economic Development Corporation (EDC) and he announced that through the efforts of Executive Director Jordy, discussions are being held with his office, the Denver Metro Chamber of Commerce and SCFD to add Arts and Culture as the 10th industry cluster recognized in the Denver Metro region.

4. Approval of November 18, 2021 Board Meeting Minutes

Treasurer Kathy Nesbitt moved to approve the November 2021 minutes by unanimous consent. Motion to approve the minutes passed.

5. Meredith Badler, Deputy Director CBCA – 2020 Economic Activity Study Presentation

Meredith presented a summary of Colorado Business Committee for the Arts' most recent Economic Activity Study (EAS) including a brief history and context (first study conducted in 1993; data is gathered from the final grant reports of SCFD funded organizations resulting in a 100% response rate). She also indicated that the study does not include data from for-profit industries, individual artists, higher education, or the many other components of Denver's creative sector.

The current EAS was released in 2021 and looked at data from both 2019 and 2020. Arts and Culture activity reached a peak in 2019, breaking records for economic activity and impact. During the COVID-19 pandemic in 2020, a decade of growth was lost and almost every category saw a significant drop:

Category	2019	2020
Economic Activity	\$2.3 billion	\$1.5 billion
Jobs	13,392 jobs	9,688 jobs
Giving to the Arts	\$213 million	\$225 million
Economic Impact	\$860 million	\$435 million
Attendance	15 million people	8 million people
Education Outreach	4 million children	2 million children

The increase in “Giving to the Arts” is attributed to additional government grants, federal aid and individual giving that offset the decreases in corporate sponsorships and in-kind donations. Meredith also cited that SCFD funding was a vital, stabilizing force throughout the pandemic.

Meredith closed her presentation with a request for meeting participants to share this information throughout the community and with local, state and national elected officials. The full study can be found on the CBCA website:

<https://cbca.org/2021-economic-activity-study/>.

6. Approval of Public Meeting Notice

6.1 Resolution 22-01: Pertaining to Posting of Public Meeting Notices

Vice-Chair Ray Gonzales motioned to approve Resolution 22-01: Pertaining to Posting of Public Meeting Notices. Councilwoman Jamie Torres seconded. The motion to accept the resolution passed.

7. 2021 Final Distribution

7.1 Resolution 22-02: Pertaining to Adjustment of the Appropriation and Distribution of 2021 Revenue Collected

Councilwoman Jamie Torres motioned to approve Resolution 22-02: Pertaining to Adjustment of the Appropriation and Distribution of 2021 Revenue Collected. Ann Speer seconded. The motion to accept the resolution passed.

8. Reports

8.1 Treasurer

In her first meeting as Board Treasurer, Kathy Nesbitt announced that the December 2021 SCFD sales and use tax revenue was \$7,472,054.97. This brings the total Fiscal Year (FY) 2021 sales and use tax revenue to \$76,394,351.23. This compares to FY 2020 revenue of \$64,314,014.84. The variance is \$12,080,336.39, an 18.78% increase in FY 2021 over FY 2020.

8.2 Chairman

Chair Gino Greco began his report by recognizing Ann Speer during her last SCFD Board meeting. She has been the Douglas County representative since 2016 and is the only current Board member who was present during the last reauthorization. Ann has served as Treasurer since 2018 and has been the driving force behind the SCFD Teen Council.

Ann spoke fondly about her tenure with SCFD and indicated that she will stay involved to transition leadership of the Teen Council in a way yet to be determined. She expressed tremendous gratitude to the SCFD staff, Board and funded organizations. Several meeting participants shared personal thanks to Ann for her leadership, support and dedication.

8.2.1 Guiding Principles for SCFD Board Members

Gino Greco presented the Guiding Principles document that was created with input from Marcela de la Mar and Deborah Malden. The document was intended to provide clarity and guidance to Board Members. It does not address SCFD purpose, mission or vision as those elements are defined by statute.

Gino indicated that the document will be used for onboarding new members and as a resource for prospective Board members and our community. He invited comments and questions related to the document. Ray Gonzales indicated his support for the document if it's helpful for others but expressed that no additional action was needed by the Board. Kathy Nesbitt cautioned that if the document were to be made public, SCFD specific terms such as "Tier I" should be explained to facilitate understanding.

Chair Greco closed his report by sharing that there is no March Board meeting, the April Board meeting will be virtual, and the May Board meeting will be in-person at Denver Botanic Gardens.

8.3 Executive Director

Deborah Jordy began her report by acknowledging the January passing of Mike Massey, former SCFD Board Arapahoe County appointee. He also served as Board Chair from 1999-2001.

Deborah also announced the release of SCFD's Equity, Diversity, Inclusion and Access (EDIA) RFP. It was sent to 16 firms as well as community leaders who could share the RFP within their networks. The submission deadline is February 25th. Deborah thanked Jake Zambrano, Kathy Nesbitt and Dana Manyothane for joining her on the EDIA committee to review the proposals.

SCFD's previous Community Celebration and Awards event is now being called the SCFD Block Party and Awards. This year's event will be on June 22, 2022. SCFD funded organizations, Board members, community leaders, friends and neighbors will be invited. As part of the event, Deborah asked the Board and meeting participants to publicize the request for Rex Morgan award nominations in these three categories:

- Civic Engagement and Volunteerism (most recent recipient: Dan Hopkins)
- Lifetime Leadership (most recent recipient: Federico Peña)
- Innovative Partnership and Regional Cooperation (most recent recipient: Lone Tree Arts Center)

The Rex Morgan award nomination deadline is March 11th. Deborah also thanked Ray Gonzales for his participation on the judging panel with Dan Hopkins and Khadija Haynes.

Deborah's report continued with an update on the Legislative Session. She, Jessica Kato and Lobbyist Fofi Mendez are closely monitoring 15-20 bills including a number of tax bills. So far, nothing warrants any concern.

Deborah mentioned that SCFD has signed on to the America 250 - Colorado 150 commission to honor the centennial coming in 2026.

SCFD also sent a letter of support for the Robinson Theater project in Grand Junction, a cultural hub for that Western Slope community.

Deborah asked the Board to sign and return the Conflict of Interest disclosure form found in the Board portal page of the website.

On the grants side, the Fluxx system has streamlined a number of processes including bank confirmations. Unfortunately, three funded organizations have dissolved: Flamenco Fantasy, West Side Live Presents and Bennie L. Williams Spiritual Voices.

Deborah then introduced Tim Murphy to present a summary of this year's eligibility process. Tim reported ten organizations applied, two submitted incomplete applications and two were deemed ineligible due to capacity issues. Of the remaining six newly eligible organizations, Boulder Muse, Boulder Opera Company and JLF Colorado are from Boulder County, Intermezzo Academy of Music is from Broomfield County, Sprout City Farms is from Denver County, and Evergreen Music Festival is from Jefferson County. Grant applications are expected from each organization. Fewer eligibility applications were received this year. Last year, 22 organizations applied, ten were ineligible, three submitted incomplete applications, leaving nine eligible organizations.

The first County Cultural Council training of the year is on March 15th from 6-7pm with Erin Yoshimura, Founder and Chief Empowerment Officer of Empowerful Changes. The topic is compassionate grantmaking. All are welcome to attend the training.

Deborah continued her report announcing that she, Chair Greco, Vice-Chair Gonzales and Deputy Director Kato have begun to "plan the plan" for SCFD re-authorization. A Board presentation is expected by April 2023.

To conclude her Executive Director report, Deborah stated that in lieu of hiring a PR consultant, SCFD's existing communications consultant, Michele Ames, is taking on additional responsibilities including creation of a Speaker's Bureau. The focus is to create conversations with community leaders, advance the visibility of SCFD, and help the public understand the value SCFD brings to the community.

Councilwoman Jamie Torres asked about how organizations advance in Tier. Jessica Kato explained that Tier I organizations are named in statute, but Tier II and Tier III have annual assessments. The current qualifying income threshold for Tier II is approximately \$1.7 million.

Councilwoman Torres also asked if the Speaker's Bureau is applying a EDI lens in its planning. Deborah confirmed that diversity is a priority and asked for the Board's help to identify organizations and groups to contact.

9. Other Matters (new/old business)

No new or old business was discussed.

10. Public Comment

Chair Greco invited public comment. James Holmes, Executive Director of Cherokee Ranch and Castle Foundation offered thanks to Ann Speer for her loyal service to Douglas County. Councilwoman Torres shared that she's been working on an historic context study of Latino/Chicano communities in Denver. Their first event is tonight. Jannett Matusiak, Director of the Collaborative, announced that the Collaborative SCFD grant (formerly the Alliance grant) is open to K-12 public & charter schools to be able to access Tier I and Tier II programs. All counties are able to apply at the same time. This year's awards are for one year. Leslie Barnes, Executive Director or Colorado Conservatory of Dance, expressed gratitude for access to the Board meetings to learn about the work of SCFD.

11. Adjournment

The meeting adjourned at 2:36 p.m.



Treasurer