

**Steamboat Art Museum**  
**Board of Directors Meeting**  
**January 8, 2020 – 4:30 pm Dulin Family Library DRAFT**

Rod Called the meeting to order at 4:30 pm

Present: Rod Hanna, Betse Grassby, Jim Larson, Frans Hijkoop, Chuck Porter, Deborah Olsen  
By Phone: Melanie Timmins, John Fawcett, Joel Piassick, Karen Piassick, Eric Wilson Absent:  
Judith Harrington, Johanna Hall

Approval of minutes: Deb Olsen pointed out that she should listed as absent from the meeting. It was moved by Frans and seconded by Deb to approve the minutes with said amendment.

**Executive Director's report** – see attached. Betse asked if there were any questions regarding the minutes. There were none. She reviewed the year end financials.

- The Helen Rehder Society has doubled in numbers this year. Many have increased in their donation.
- \$5,000 increase in Colorado Gives
- Frans asked if 10% increase in membership was aggressive enough given the trend. Could it be 20% again with focused effort to build on the momentum. Betse emphasized the need to bring in more substantial donors – particularly \$5,000 and \$10,000 donors.
- Rod discussed the success of Plein Air Event and expected net revenue increase next year.
- Jim asked about how many we can move up from \$1,000 to \$2,500 and how many give on Colorado Gives. Betse stated that Richard's opening prior to Colorado Gives had an impact increasing CO Gives, and we are seeing an people moving up which needs to be a focus. Jim stated to keep working on getting people to increase their giving levels.
- John Fawcett asked if there was a way to build on the momentum of the HR Society with some kind of signage in the Museum. Betse agreed that this was something to focus on, and in this light - HR Society will be featured in a Program at every seat for the February Celebration.

**Financial report:** Betse reviewed the P&L and discussed the variances from budget. The P&L now shows YVCF funds, Store and In-Kind. Chuck discussed the Store's current methods of inventory accounting which don't truly show the cost of sales until year-end adjustments. The store is addressing this with more complete data entry in the Point of Sale system.

A preliminary cash budget was presented for approval. After discussion, it was suggested and agreed that a more detailed accrual budget would be presented to be approved for the March board meeting.

Rod made the announcement that Chuck has agreed to continue on the board and be the treasurer.

**Marketing report:**

- Melanie reported that she is looking into the steamboatartmuseum.com domain name.
- We are evaluating companies for a new website, including a recommendation from Deb for “Locable”. Our current website is very user unfriendly and not communicating our message and we want. Locable has more marketing focus than other platforms, however, Melanie will continue to explore other providers. It was emphasized again that the ease of maintenance should be a major factor in considering the direction.
- Frans stated that it’s important to update the board members page to reflect the proper standard of professionalism with consistency reflecting the leadership of our organization.
- Karen suggested to send out a standardized form to get the bio information. She also stated that funding a new website is a good project for a grant request.

**Collections/Acquisition Report:**

John reviewed the offer from Richard and Shirley to purchase and donate to SAM a portrait of Garry Dulin by Gregory Block. This painting will be hung in the library. Betse reported that the Dulin’s are honored by the museum wanting to put this painting in the permanent collection. There was discussion on the process to accept the painting.

It was moved by Frans and seconded by Chuck to accept the gift of the portrait of Garry Dulin to be a part of the permanent collection of the SAM. The motion passed unanimously.

John Fawcett asked for people who would have interest in being on the acquisitions/collections committee. Board members and non-board members are sought. He would like to have suggestions by the next board meeting.

5:50: The board went into the Executive Session to discuss Executive Director bonus compensation.

The meeting was adjourned at 6:00 pm.