

**Full Board Meeting  
December 10<sup>th</sup>, 2022  
10:00 am – 1:00 pm  
Missouri University of Science and Technology  
Humanities and Social Sciences Building, Rolla, Missouri**

**MISSION STATEMENT**

*Missouri Humanities is dedicated to enriching lives and strengthening communities by connecting Missourians with the people, places, and ideas that shape our society.*

**Board Members in Attendance:** Dr. Petra DeWitt (Chairperson), Trish Erzfeld (Vice Chairperson), Dr. Peter Hofherr (Treasurer), Rev. Nicholas Inman (Secretary), John Robinson III, Marci Bennett, Thomas Brandom, Dr. Jason Sides, Marvin Silliman

**Staff in Attendance:** Ashley Beard-Fosnow, (Executive Director), Claire Bruntrager, Erin Whitson, Ashley Vogel

**Absent:** Marilynn Bradford (Immediate Past Chair), Betty Coleman, Dr. Sudarsan Kant

- |      |  |                            |
|------|--|----------------------------|
| I.   | <b>Welcome Guests and Board Members and Staff</b>  | <b>Dr. Petra DeWitt</b>    |
| II.  | <b>Call to Order</b>   | <b>Dr. Petra DeWitt</b>    |
|      | <ul style="list-style-type: none"> <li>• Chairperson DeWitt called the meeting to order at 10:00 am.</li> </ul>  |                            |
| III. | <b>Roll Call</b>   | <b>Staff</b>               |
|      | <ul style="list-style-type: none"> <li>• Ashley V took roll call. A Quorum was established.               <ul style="list-style-type: none"> <li>○ Ashley Beard-Fosnow has noted a learning lesson for Ashley V. After roll call, announce if a quorum is established.</li> </ul> </li> </ul>  |                            |
| IV.  | <b>Approve Agenda</b>  | <b>Dr. Petra DeWitt</b>    |
|      | <ul style="list-style-type: none"> <li>• John Robinson III motioned to approve the agenda. Peter Hofherr seconded. All in favor. None opposed.</li> <li>• Marci Bennett has requested board members to announce their names when motioning. This is to the benefit of Ashley V for training purposes.</li> </ul>   |                            |
| V.   | <b>Approval of Previous Minutes:</b>   | <b>Dr. Petra DeWitt</b>    |
|      | <ul style="list-style-type: none"> <li>• John Robinson III motioned to approve the October 1<sup>st</sup>, 2021, minutes. Marvin Silliman seconded. All in favor. Motion approved. The minutes were approved with no corrections being made.</li> <li>• Thomas Brandom noted that, according to the bylaws, the yays and nays do not have to be counted and recorded in the minutes unless someone asks for a roll call vote.</li> </ul> |                            |
| VI.  | <b>Executive Director Report</b>   | <b>Ashley Beard-Fosnow</b> |
|      | <ul style="list-style-type: none"> <li>• Packets include a full schedule of upcoming board meetings and events.</li> <li>• Begin Executive Director Report by presentations from staff members:</li> </ul>   |                            |

- Claire Bruntrager, Development Director: Gala presentation
- Erin Whitson, Archaeologist: Crossroads and Speakers Bureau

**Claire:** Primarily here to propose a slight change to the Gala. Slowly trying to evolve event from a program to an actual fundraising gala event. Proposed a band instead of an actual speaker. This will allow people to engage with each other, mingle, talk, etc. This would bring cultural community members together. This also adds more time for the auction.

- Comments received in the past: speakers are great, but it feels more like a program.
- We want people to have a good time and be competitive about donating. We will have food stations, time to mingle, and chairs and microphones. The event is from 6:00 pm to about 10:00 pm. Considering having the band come on around 7:30 pm – 8:00 pm.
- Has reached out to several bands. The cost would be similar to having a speaker.
  - Saint Boogie Brass Band – has played Charity Street Festival and Jazz Fest in St. Louis
  - Annie and the Fur Trappers
- Gala date: September 23<sup>rd</sup>, 2023, at the Moto Museum
  - Beautiful space with Ducati's and Harley Davidsons on the walls.
  - Wonderful venue, especially with our 2023 Roots and Routes theme.
  - September 23<sup>rd</sup>, 2023, Gala event is on the schedule in conjunction with a well-timed board meeting.
- Thomas Brandom mentioned KC had the ethnic ball where the ethnic commissioners get together and wear regalia. It was held at the old Hyde Sheraton. There were 800 people for a white tablecloth, sit-down dinner (single entrée and appetizer for \$100 per person).
  - Speaker introduction at the beginning, culture entertainment after dinner, everyone is in regalia, dancing to rock and roll for a few hours.
  - Band plays until midnight, but sometimes the demographics of the audience means usually everyone is gone by 11:00 pm. Be mindful of the time.
- Would people be open to having a band instead of a speaker:
  - No vote was taken. There was a consensus of approval. None seemed to oppose.
  - Maci suggested being conscious of the acoustics of the building.
  - The more time there is to bid, the more money will be made.
  - Trish suggested to do something live.
  - Thomas noted \$100 a plate means they sometimes broke even- MH would have to go to \$200 to \$250.
    - Claire mentioned food stations in the past has allowed us to break even and even break over even.
    - Group tickets also worked well.
- Ashley BF directed board members to Claire's email if they have additional questions or comments.

**Erin:**

- **Crossroads:** September begins the Smithsonian Traveling Exhibit called Crossroads: Changing Rural America. The focus of it is rural communities across the state. Speakers are looking at the past and present to think about things that have worked as well as the struggles. Encouraged to evaluate what problems exist and what problems may arise.

- Requires at least 800 feet. Required to put up their own exhibit, each community was asked to find 2 community partners and provide at least 2 programs.
- Communities have been notified and Erin Whitson has chosen 6 areas- each section of the state should get one. Hopefully each community will engage with the exhibits of the communities around them.
  - Crane, Kearney, Brookfield, Salem, Knob Noster, and Emmett.
  - Knob Noster will be partnering with Whiteman Airforce Base.
- Museum on Main Street requires these communities to be small. Population cutoff is under 5,000 to 20,000. 20,000 was higher than the Museum on Main Street would prefer, but some small communities have issues finding facilities to host.
  - Largest:7k. Smallest:2k
- Aids in forming partnerships, bringing tourism, offers the opportunity to bring a class to them such as marketing and fundraising. We can help them with things we have experience in.
- We do not have dates for each community. Erin will meet with them soon to iron out the logistics.
  - Smithsonian will send it in 2023 and will run through 2024. Each community gets roughly 6 weeks. We have dates they can choose from on the application on our website.
  - Obtained 26 applicants around the state.
- Smithsonian sections move around- the exhibit the community puts together stays.
- Trish: Huge confidence builder. If you can put together a Smithsonian exhibit, you can do anything for your community.
- Ashley BF announced that after Crossroads, the next Museum on Mainstreet exhibit we'll tour is called Voices and Votes. It will go through 2025, since Crossroads goes through 2024.
  - There will be an opportunity for other communities to host a Smithsonian exhibit as well.
- **Speakers Bureau:** Speakers Bureau is a huge undertaking. Had roughly 50 talks in the state throughout the past year. This will increase to 200 throughout the next year. Each speaker has the capacity to hold 4 talks that we pay for to reach the underserved communities.
  - Stipulations are that talks must happen outside of Boone, Greene, Jackson, St. Louis City, and St. Louis County.
  - Avoids major cities so rural communities can participate and engage.
  - We have a group of 52 amazing speakers giving a range of topics.
    - Missouri Tourism, Biographical, Civil War talks, Buffalo Soldiers, etc.
  - There's no limit to how many talks can be in a city, but Erin is not anticipating an overwhelming number of speakers choosing only one or two specific cities. This is an experiment that will be used to learn from in the future.
  - Each talk we pay for is roughly \$300, any additional talks will need to be independently funded.
  - Asking that as soon as communities and speakers settle information, that they put their talk information in our community calendar.
  - Giving them a press kit to aid in the speaker's visit.

- Adjusting website to reduce amount of text.
- State Historical Society is our partner. This has already started- November 1st, 2022. This will go through 2024, at which point new speakers will be chosen.
- Ashley BF commented that this is a good plug for local communities. As the Board interacts with brilliant scholars, authors, and others who should be on the Speakers Bureau, make sure to give them this information so they can self-nominate for 2024. We'll be looking for a new lineup of themes and speakers.
- There is no minimum or maximum amount of people who can go to a talk.
  - Thomas Brandom inquired: What if they speak at a class but not at the school. Is it okay if only 8 people attend? Consider what impacts are desired when considering requirements.
  - Erin has taken it into consideration.
  - Ashley BF wants to evaluate this at the end of the year: Look at how many we have per group. Also, evaluate how many speakers had invitations to speak over a certain period.
    - If an idea was deemed important for the community, but nobody gives the talk, have we completed our mission?
  - Thomas Brandom has noted that giving several talks to relatively small audiences has the potential to burn out speakers.
  - John Robinson referenced Chris Sutton who, prior to them speaking, the speaker asked how many people they anticipated coming.
  - How are we advertising? – Peter Hofherr
    - Could be a question in the forms.
- Erin noted we're encouraging people to schedule speakers 6 weeks in advance.
  - Trish Erzfeld: Maybe create a timeline and require something in advance as a requirement to get a speaker.
    - The issue is the host and speaker are negotiating between themselves. Erin has been encouraging them to put it on their website, etc.
    - If they don't know how to market it and it fails; it kills confidence. If we can coach them, it would aid in overall confidence and success.
- It wouldn't be a bad idea to put a packet on the host site to aid speakers in marketing.
- Ashley BF has encouraged the Board to send additional questions and comments to Erin's email.

### **Ashley Beard-Fosnow Presentation:**

- At the end of each month (or the 1<sup>st</sup> of the next month), Ashley BF sends out a packet and schedule in an email. This covers the 4 strategic objectives and plans. Goes through operational effectiveness, innovative programming, expanding connections, and cultural heritage tourism. In the packet emailed prior to the Board meeting, a lot of information is included that will be covered by other reports. For example, usually there's a financial section, but it has been omitted from the presentation due to Peter going over the financials.
- Ashley BF asked for specific questions from Board members.

- Ashley BF highlighted the search for a Kansas City office space.
  - Carriage House at KC Museum. 1k a month including utilities and wi-fi. Has space we can use for board meetings. Offers a big auditorium and meeting room. This is likely where we'll be going. Ashley BF will likely be bringing a lease to the Board in January.
  - KC Museum wants to create a humanities hub in the historic northeast in KC.
  - Also, looked at coworking spaces and other spaces in the West bottoms.
  - No final decision has been made.
- Since we met last to close out fiscal year 2022, our Signature Series Eat, Think & Be Merry has come to an end.
  - Staff is putting together a final December round-up podcast that will air later this month.
- Roots and Routes: Movement and Settlements of People is the 2023 theme. A rough calendar/schedule has been included in the Board packets:
  - All are subject to change. We are trying to plan far in advance.
  - Symposium in Springfield in April, Membership May, Podcast, Veteran Writing Workshops, Grants Symposium in July. Looking to invite the chair of the NEH to speak in KC in August. Gala in September, Book Festival in October, Music of the Underground in Columbia in conjunction with MU in November. All are subject to change, though we are trying to work and plan in advance.
- Small Town Showcase:
  - Number of fundraising events that are ongoing.
    - Claire is doing an end of the year appeal right now, making solicitations for Roots and Routes Signature Series.
  - Ashley BF has been in contact with statewide organizations interested in sponsoring Small Town Showcases. There was a sponsorship packet included in the Board packet. This was sent out to potential partners who may be interested in sponsoring Small Town Showcase in the coming year.
  - Questions: Trish: how much time is Michael putting into this? Will he have time for other projects?
    - Michael also works on other things. Ashley BF and Michael met to consider, how many videos/podcasts can he realistically edit in a 12-month period.
    - They broke it down and built-in Small-Town Showcase videos, Roots and Routes videos, podcasts, opportunities to train other staff to edit their podcasts. He will have a large portfolio. This is a big portion of his work plan, but not his full work plan.
  - Ashley BF displayed the 2021-2026 Strategic Plan / Strategic Priorities in her PowerPoint:
    - 1. Provide Innovative Programming
    - 2. Expand Connections
    - 3. Operational Effectiveness
    - 4. Expand Cultural Heritage Tourism
  - Referenced the 2023 work plan:
    - 1. Continue Signature Series: Roots and Routes
    - 2. Double Down on Digital Programs (Michael's)

- 3. Fill the discipline/topic gaps with expanded Grants and Speakers Bureau
    - 4. Private Fundraising
    - 5. Launch Soul of the State Campaign
    - 6. Staff Development
  - Soul of the State campaign- Ashley BF has been doing research.
  - Ashley BF points out 2 pages in the packet submitted by Caitlin and Lisa, noting information on Eat Think and Be Merry and Root and Routes.
- Soul of the State
  - Wants to hire an Agency to conduct an awareness study.
    - SMARInsights: Recommended by Missouri Division of Tourism.
    - Estimate of \$15,000: Takes 8 weeks, 600-700 sample size.
  - KC Research Firm: PROOF Positioning- Grant Gooding- He notes that we're looking for a level 10 study that has 10 messages and various segments based on what we want to know to get to the correct product. Their price was \$12,500.
    - Collect random sample of Missourians to answer questions identified by a leadership team. Gooding pitched the following questions:
      - How are Missourians defining humanities? How are Missourians interacting with various humanities currently? What messaging would we use to raise funds? What type of events should be held? What marketing efforts should we be using?
    - There's brief information regarding both firms in the packet.
- Staff began taking the 4 strategic objectives, thinking through the top priorities through fiscal year 2023, and breaking them down into bite sized tasks to accomplish.
  - Identified who would be responsible for each task as well as the estimated completion date.
  - Continuing with our Signature Series through Roots and Routes, scaling up the Book Festival, creating a digital humanities library of offerings for asynchronous learning opportunities, Launching Humanities TV, expanding evaluations to include digital programs, growing Mini/Major grants programs, expand veterans connections and experiences, expand connections with elected officials, cultivate community through small groups, build awareness through community engagement, maintain and acquire new sponsorships, expand connections with new donors, scale up the Speakers Bureau, launch Soul of the State Campaign, develop investment strategies, Hire Communications Coordinator and KC Office Coordinator, update software, review policies and procedures, staff development, Board development, tour Crossroads exhibit, implement the Horizons initiative, build on success of Small Town Showcase.
  - Ashley BF is happy to answer any questions as well as acquire feedback:
    - Marci: recommends speeding up implementation of new grantmaking software and implement it immediately. Filling out the application is more direct, it has more information on applicants, will not allow submissions if information is missing. Takes onus off the Grant Chair and staff if grant is incomplete. It is indispensable.

- Ashley BF is 100% on board. Marked implementation for March because this week Clarice is finishing last grants. They are bogged down with audit information. Clarice has built the cost into the 2023 budget.
  - Has been approved in budget, so it will be implemented when it is time appropriate.
  - No motion needed to be made.
- There's a lot of items we are trying to accomplish. It is hard because every day there are multiple good ideas that arise or are pitched. There are things already happening we may be able to support.
- Ideas that weren't identified as priorities that Ashley BF still wants to share with the Board:
  - National History Day Funding: Ashley BF has heard feedback that there's opportunity to do more with K-12 students and educators.
    - We don't have the capacity to take on a new program or new initiative.
    - NEH is offering a grant to support workshops and trainings for National History Day.
    - The National History Day Provider in Missouri is the State Historical Society of Missouri.
    - Ashley BF has been in touch with Gary Kremer if they'd be interested in partnering with us in implementing these programs and workshops. This was not approved in the budget, so Ashley BF will need to obtain permission from the finance committee.
    - Noncompetitive opportunity. We would give the funding to support this project, the only cost is Ashley BF's blood, sweat, and tears.
  - Where does his fit within the plan- Expanding connections with students in underserved communities through the State Historical Society doing Training Workshops for teachers for National History Day.
    - John is familiar with and has participated in this program. He believes it is a very good program.
  - It happens every year already. This is extra funding for more training to help more kids participate in it.
  - Chairperson DeWitt has been the coordinator for this region for numerous years.
  - Peter's concern: Ashley BF only has so much capacity and needs to be careful to where she puts her time and energy.
    - Ashley BF wouldn't put this over everything else. It's a small cost on her part.
    - If it were an easy no, Ashley BF would not be presenting this to the board.
  - We are just a funnel. State Historical Society already has it in place.
  - Nicholas Inman motioned. Marvin Sulliman seconded. All in favor. Motion approved.

- Motion to Approve. Board gives ED approval to apply for noncompetitive grant from the National Endowment Humanities for National History Day.
  - Peter asked if we receive credit. Do they use our logo?
    - Ashley BF will ensure that happens.
    - Ashley BF will ask if it allows for payment of salary or administrative time we put into it.
- Call with Betsy AuBuchon and Judge Mary Russell to create a Women of the Supreme Court book with the Missouri Humanities Council.
  - It was \$68k of our ARPA funding, so we didn't fund it and it's not in our budget.
  - Endearred us with lawmakers, gotten us into schools, libraries, and small rural communities across the state.
  - Brings it to the Board due to 50k in discretionary funds for FY 2023.
  - Wants this to be considered to Fiscal year 2023, or maybe 2024. This is a great way to get into education.
  - This would be 6 biographies about the justices of the Missouri Supreme Court and the first woman court clerk. It will also include more resource and materials such as what does the judicial system do? How does the judicial system work in Missouri? This is a great civic resource for kids.
  - Marci: Is this a project we could partner with State Historical Society to get more history in this?
  - Asked Gary Kremer for 30k to publish *You Can, Too!* On MO Supreme Court.
  - We did not get bids on this.
  - Board member Peter is always asking if there are friends in the government who would want to partner with us? Could we ask for additional funding next year to cover the cost?
  - Peter mentioned Ashley BF has an overt network strategy she is employing. These projects are never going to stop. Success brings success.
  - Lieutenant Governor makes Tom nervous because they may be asking Ashley BF for the next project.
  - This *Women of the Supreme Court* book is to be postponed for consideration until 2024. Potential partners need to be discussed.
- Peter is concerned about the organizational structure, who you hire, what Ashley BF does and does not do, and what allows Ashley BF to pursue opportunities.
  - One of the first tactics employed in FY 2023 was to hire KC Office Coordinator and Communication Coordinators.
  - Ashley BF needs to be able to see opportunities coming down the pipeline. The Board could review how Ashley BF is doing what she's doing, the organizational structure, and how she spends her time.
    - Ashley BF has asked for clarification to ensure she implements what the Board is suggesting.
    - Do an audit of time now, have categories for present management as well as future planning. Track time for a month by week, add it up, and look at how Ashley BF spends her time versus how she wants to spend her time.



- Rank importance of events. This ensures that she's using her staff and time wisely.
- It may have to be more than one month.
    - Ex: This month I spent most of my time on 1's when it should have been 5's, etc. due to various reasons.
  - Peter asked if Ashley BF is working through the marketing research, how is she going to set the baseline for humanities statewide. Do you have a process and understand what the research groups should be putting in surveys?
    - They ask us about our organization and ask us what we want to achieve to identify 10 burning questions. These questions are what are administered in the survey.
  - Professional researchers are sitting here. Surveys need to be crafted in a particular way to get information and remain statistically valid. Peter is concerned that what Ashley BF is doing will not give her the "biggest bang for her buck."
    - Suggests working with Chairperson DeWitt to find a researcher who does humanities. Work towards setting a baseline for humanities. Quantitative survey, etc. to make the results more statistically sound. Jason is qualified to aid in this.
  - Marci: Do we have a network with the other Humanities Councils? Maybe we should ask other councils if they have done similar research to this. She's worked with SMARI for years and claims they know nothing about the humanities.
  - Peter: if we want to have the best humanities council, we need to make a baseline of how many Missourians believe humanities impact their life. Then, we reassess yearly and compare to the baseline. The goal is for humanities to be important in everybody's lives. How do you know if they're important to them.
    - You ask them in a statistically sound way. Regional basis, obtain factors of age, demographic, etc. Assess on a yearly basis, or every 3 years.
  - Jason: Regional clustering would give a wider range of insights. If you do a random 600 poll, you'd get samples primarily throughout KC, St. Louis, and Springfield.
  - Tom: If we could get a professional to aid in creating surveys, give them to the Speaker's Bureau, etc., and ask about all the things that make up humanities (break it down into topics) and do a cluster analysis. Then, we'd at least be getting feedback from all over the place, where everybody has speakers.
    - Makes sure to ask about all the things that make up humanities, not just "humanities."
  - Ashley BF believes this is what Proof Positioning does.
    - A shotgun of 600 across the state.
    - They were going off how she phrased her inquiry. Ashley BF didn't ask about surveys by region or by age, so they didn't address it.
  - Tom believes there should not be a survey because Humanities is an abstract subject. He believes feedback is better than a survey.
    - Ashley BF believes that people may not know the word "humanities," but they care about their family history and their local history. Finding out their feelings and how they gauge different things allows us to target the

way we speak to them. We can speak to people in the language they're familiar with.

- Chairperson DeWitt has appointed Jason, Peter, and Trish to an ad hoc committee to retrieve feedback.
  - Jason: Can we conduct focus groups?
    - Chairperson DeWitt confirmed that focus groups are acceptable.
- Who is service provider:
  - Jason: who we partner with to offer services. State Historical Society in a particular region to assess.
  - Would there be a way to compare that group to people who aren't participating in SHS?
    - Yes.
- Ashley BF ended her presentation.
- Tom: He believes it is a wonderful job Ashley BF is doing and that the projects she's pursuing matter.
- Peter thinks it's amazing and has commended Ashley BF on the projects she's taken on and the work her team is doing.
- Chairperson DeWitt believes the podcasts are awesome.

## VII. Committees

**Dr. Petra DeWitt**

### I. Advocacy:

**Marci Bennett**

- Learned a lot at NEH conference. Learned that we're doing okay. We are doing the right tactics, and even if we are "floundering" we aren't comparatively.
- California partnered with Southern Cal and had a virtual reality headset to give to Legislators to show them their program. We should step out of the box.
- The Legislative committee, Chrissy, Ashley BF, and Khina, are putting together a 12-month 360-degree plan for advocacy on the legislative and local level. Advocacy does not just mean Jefferson City or DC. Due end of January. Will have a virtual meeting with the advocacy committee during the first part of February to fine-tune the plan prior to Advocacy Day. Will be hosting a virtual advocacy training for the Board and anyone who will be going to Advocacy Day. Will put together Advocacy Day logistics.
- Advocacy Committee: Tom, Marci, Trish. Marci thinks there might be one more person.
  - Marci spoke with Marilyn, who is happy to serve on the committee as well.
- Tom has commented that we can give legislators our magazines. The PR we get from the books is wonderful and they can be given to the legislators. This will increase our PR.
- Ashley BF would love for every board member to have a ready-to-go advocacy kit in their car so they can preach MO Humanities as needed. Marci agrees.
- Is it possible to establish awards to give out at the Gala? – Peter.
  - We used to have a state-wide legislator of the year award. We believed we could step into hot water with it since the board needed to vote on it.
  - Doing it on a county or local level would be interesting.
  - Peter suggested to call them Humanity Stars, Humanity Lights, etc.
  - Marci is putting this on the agenda for the meeting in February.
- Government officials is under Expanding Connections.
  - Tom asked for clarification, what are elected officials?

- Marci: local and state.
  - Tom noted county clerks touch everybody.
- Marci wanted to retouch on earlier discussions with Michael and his video abilities. Can we tie that to legislators?
  - Ashly BF has noted this is included in the 360-degree view. How does the grants committee and advocacy committee engage with their local legislator? Chrissy and staff send out emails and filter this in, so legislators have, for example, 36 touches from MH and various staff. So, legislators are hearing from different people.
  - Tom asserted that legislators should be invited to anything that comes to their county.
- Jason has a question: Have people gone to local Kiwanis meetings before?
  - Marci does. Talked about humanities, but as an organization we don't have a formal program. But we could develop something as a boilerplate.
- Ashley BF. Now that we've hired a communications coordinator, Chrissy will focus solely on community engagement, which includes doing these in-person presentations. Might be able to offer a training to ambassadors and board members: "Here's what I say when I'm doing the \_\_\_ pitch"
  - Focus on building communities: building small groups to give messages and complete goals.
  - Falls in line with what Peter was mentioning about having the right people in line.
  - Marci: Those goals and plans are always changing so it's never going to be perfect.
  - Peter: We don't do anything on the federal side? Do we care at this point?
    - These are Missourians! Of course we care! - Ashley BF
    - Is Ashley BF involved with Humanities on the Hill?
      - She is not. She missed it last year.
  - Peter assumes Ashley BF is going to identify a project that may need federal and state funding.
    - Ashley BF inquired as to why Peter believes this.
    - Ashley BF will see a gap and a need and will want to put something together to address it.
  - Marci: Sam Grace is the new Chair of the House Transportation Committee.
  - Tom noted we can go to Washington DC, shakes his hand, give him an award, tie this into anything he's passionate about regarding his constituency. This gets the word out.
    - Legislators can do earmarks – Peter.
  - If we're going to try to put a 3-year plan together by summer and we're developing how Missourians think about humanities, and we're identifying out targets and interests, if Ashley BF could bring a project together to make the humanities come alive through some sort of bricks and mortar or other focus, why wouldn't you put it at the state and federal level?
    - There's a pipeline for basketball, STEM, but not Humanities. It might not be brick and mortar, it might be educational initiatives. Ashley BF is unsure if the government would pay for this.

- Would education factor not go into the military trail we're planning throughout the state? – Trish
- The state still has an abundance of ARPA funds they're holding onto, waiting to see if there's something sustainable that comes along – Marci
- Think Bigger! – Peter.
- Tom suggested someone go down and talk to the Cherokee Chief.
  - Having the Trail of Tears discussion with another government entity.

## II. Brief Intermission

Took lunch at 11:38 am. Meeting resumed at 11:56 am.

## III. Bylaw Committees

**John Robinson III**

- Committee members: Marilynn, Tom, Peter, Trish, John.
- First Bylaws Zoom Meeting Sept. 21<sup>st</sup>. Surveyed the committee and agreed on standing rules:
  - Bylaws should not be overly restrictive. Should be succinct with more detailed topics placed in Board policies and standing rules than in the bylaws themselves. That should be left as a legal document.
  - Bylaws should only be the framework of standing operations and not place undue limits on the board.
  - Board operations should fall under board policy, not the bylaws.
  - Needed to determine if items would be added, remain the same, or eliminated to make the bylaws more consistent and workable, especially for new Board members.
  - Agreed each member would collectively review current bylaws and make changes, starting with Article I, and proceeding through the current set of bylaws.
  - Agreed they would utilize professional legal advice when reviewing bylaws to ensure we are meeting Missouri law and ethical standards.
    - Peter suggested establishing guiding principles as well as looking at other humanities and organizations.
    - Felt there was a healthy and confident discussion.
- This morning, Marilynn confirmed she had reached out to a lawyer to look at files put together.
- Ashley BF has put together 6 examples from other state humanities councils.
- Marilynn will be sending committee members an email information on Board source.
- January 17<sup>th</sup>, 2023 is the next committee Zoom call.
  - Hopes to start going through current bylaws, examples given, guidance from Board Source, and start putting together information.
  - Wants to make the bylaws high level, and then have policies and procedures underneath.
  - Bylaws should not change regularly. They should be semi-permanent.
- Questions:
  - Marvin: were term limits for Board members brought up?
    - Specifically, no. It is being actively worked through with the committee.

## III. Financials

**Peter Hofherr**

- Peter is concerned because there is a comparative that doesn't fall under the fiscal year. Odd that it follows Nov. 21<sup>st</sup> through Oct. 22<sup>nd</sup>. Usually, it follows fiscal year (Budget vs. Actual).
  - Tom believes it is to match another fiscal cycle.
  - Federal, state, or calendar is usually how fiscal years go. Starting Nov. 1<sup>st</sup> is weird. This is fine then – Peter.
  - NEH fiscal year is November 1<sup>st</sup>.
- Important points for the board:
  - Cash: There's 90 days of cash on hand, which is fantastic. If anything happens, we have a way to go to burn through it.
  - Edwards Jones Investment account increased by 30k. This is John's area:
    - Went up as noted previously. Many investment accounts took a hit due to the stock market, but many have seen an uptick in numbers.
    - Marvin and John were tasked with coming up with an investment policy separate from the financial policy of the organization. This is to figure out where we should be percentage-wise with our half-a-million-dollar funds. Believes it is unique this is happening at the time the bylaws are also being created.
    - Ashley BF was coordinating with our present advisor, Hannah, trying to get 2 new employees signed up for retirement plans. There have been issues with Hannah in months past. She has left the organization completely.
    - Marvin has reached out to his advisor at Edward Jones and Betty Coleman's advisor, who strongly suggested an investment policy.
    - Marvin and John will have a zoom call with Tony Reahr (in Lake Ozark) to strategize what the investment policy will look like before bringing back to the full Board.
    - Marvin's advisor suggests no more than 20 percent in equity, 50% or greater in cash equivalence, and 30% or more in fixed income that are bank-qualified and investment-grade.
      - This is similar to what Doug had shared with John.
    - None of this comes from Federal dollars. Marci wants to ensure we are moving forward correctly.
    - We have been reassigned to a new advisor, John Caruso.
- Peter highlighted we are drawing down the MO funding balance. \$768,700 left.
  - Are we on track to finish this by the end of the State fiscal year, June 30<sup>th</sup>?
  - We draw down the MO funds first, then the NEH. There are no issues with this.
- Current assets vs. Current liabilities. Needs to be 1. At 12.98, we have it covered.
- This statement reflects the full financial year. We are finishing a year where the budget did not match the timing of expenses and revenues. This is unlike the next budget, which should match to the best of our ability.
- Finished the year \$252,300 under budget, which is incredible for the year.
  - Ashley BF noted in the non-profit world, you want it to be 0. You don't want to be sitting on a lot of cash since it makes it hard to fundraise. It is underbudget because we are funneling things that used to go through sponsorships to grants. 50k is left over from sponsorships. Didn't spend 50k in legal fees. 60k left over

from grants. We can piece together where the 250k came from. Ashley BF credits the staff for being frugal with public dollars, essentially doing more with less. Some savings were situational.

- As we get our investment policy, we can't invest our federal dollars, but everything else that flows through could be used to grow a rainy-day fund.
  - Raised 80k a year in private funds. Hoping to increase and allocate funds to invest to our rainy-day fund.
  - As we get a 3-year budget put together, this will be very important as a base.
- Budget vs. Actual (page 9 of 16):
  - Missouri Cultural Trust and the actual is 1.585 million vs. what we thought would happen which is 1.125 million.
  - Seeing the same thing with NEH Awards: 998 vs. 700.

Ashley BF- it's an accrual. We accrued full 1.5. but budget was initially based on a quarterly basis. We must accrue it as soon as we receive the award. Will have to be more systematic on how we break down those quarters. We didn't do anything special to get extra money aside from advocacy in FY22.

- Shows that we're in a better position than the previous year with funding.
- Suggests putting last year's balance sheets with the same month so we can compare what's to come versus what has already come through the P&L.
- Ashley BF has the ability to speed it up or slow it down. Financial committee can see how our finances are being spent and if there were structural issues before bringing to the board.
- Questions:
  - Tom asked if they're still closing out last year's accounts.
    - This report is accurate as of December 15th. If there is anything they'd charge to the account. Hopefully, it'd be done before the audit starts.
    - Closing is in about 12 weeks.
  - Marci asked how far does grants payable schedule go back.
    - Ashley BF will have to go back and ask. They've implemented a new policy where 90 days after their period of performance ends, they need to send in a final report to receive the final 20%.
    - It's better followed up on today than a year ago, but Ashley BF doesn't have a specific date for these specific grants.
  - If grants are not claimed, it will likely go back into a cash account.
    - Ashley BF is unsure of where it would go. It would likely be a current asset and go into the Central Bank checking account.

#### IV. Grants

**Marci Bennett**

- There's a detailed document available from Betty.
- Completed November mini grants, 97k requested. Full funding: 15, Partial: 4, Rejecting: 22.
  - Sounds like a lot, but we don't handle construction, we don't fund AC units, several were referred to the Regional Arts Council, and there are reasons listed for why funding was rejected.
  - Marvin added there was a discussion of possibly getting grantees together. He is confident Betty will push for this.

- Great way to build a humanities community.
  - This is a great interaction and opportunity.
- Chairperson DeWitt has asked, if there was an open webinar for any historical society to hop on, you would specifically target grantees?
  - Yes, invite anyone who has applied for a grant be a part of it.
- Ashley BF has complimented the Grants Committee who ensured a ton of work being done in a small window. It's a small but mighty army.
- Marci Bennett submitted a motion from the grants committee. John Robinson seconded. All in favor. None opposed. Grants stand approved.

### **VIII. Unfinished Business**

- Nicholas – at the Jefferson City Board meeting, we discussed the line item for the Center of the Book. Do we want to appoint a committee to oversee that in the future?
- Nicholas feels the staff needs direction on the MO Book Festival which needs to be planned by October. While this was discussed, there was no formal action taken. Believes that eventually the Center for the Book and the Book Festival would be a very large program and an annual event that we sponsor.
- Having worked on book festivals, Nicholas believes it would be advantageous for someone to give a report at each Board meeting on behalf of the committee as a board liaison. He is concerned of the timeline.
  - Ashley BF confirms we are moving forward. Staff is planning that program. We love and encourage support and guidance from the Board. Staff is putting a group of volunteers together to help fundraise and plan. The Book Festival is being planned in advance of a committee being chosen.
- Nicholas worries about the future of the Center of the Book from future Board members. An ad hoc committee could be pushed to the side if there were no standing committees.
- Marci wondered if programming goes into bylaws or policies.
  - This would be under policies.
- Ashley BF notes there is a new partner this year. This year we are partnering with the Kansas City Public Library. It will be in KC and will be larger.
- Peter doesn't understand the details. How does this fit into the spectrum of putting too much on the Board and micromanaging staff?
  - Nicholas used a Wilder home reference. Staff gives reports to the board, so all the responsibility doesn't fall on the staff.
  - Chairperson DeWitt does not believe it is necessary for the Board to have a committee to tell Ashley BF and her staff how to plan the Book Festival. It would be good enough for Ashley BF to report to the Board on a regular basis.
  - Nicholas believes we need an army of volunteers. Ashley BF agreed and noted the Gala also needs volunteers.
  - Ashley BF noted that any time there is a volunteer group that is valued but that the MH Board of Directors is the governing body.
  - Nicholas noted that there's a "different can of worms" focusing on children.
    - Peter notes this would give the Board an operational role, as they will act like a staff member.

- Tom asked if we need an ad hoc committee of one to show we have a presence?
      - Chairperson DeWitt believes this would make more sense.
  - Lisa Carrico manages Center for the Book, and we've meeting with John Herron (Director of KC Public Library), Carrie Coogan (Deputy Director). They have a whole team whose been assigned to work on this. We've been outlining goals, roles, and timelines. This body has been meeting once a month for the last two months.
  - The Center of the Book volunteer from last year has not been called back since the last book festival in August.
    - Lisa is waiting to hear back from the library on what the plan was so she can communicate information to the group.
    - Committee was made up of librarians from around the state.
    - Center for the Book lent their service in multiple ways.
  - Which committee would the ad hoc committee (representative) be a part of?
    - This was unanswered.
  - Could there be an ad hoc committee of one for the Gala?
    - Why? All the same reasons. Drive participation, collective input.
    - Chairperson DeWitt noted operation is supposed to be internal. She doesn't want staff to feel like the Board is looking over their shoulders all the time.
    - Like an auxiliary of volunteers.
    - Would it help to have a board member in that role?
      - Yes. Ashley BF feels like Nicholas did this last year.
    - Marci believes if any board member has a keen interest, they should be able to volunteer.
    - DeWitt encourages Nicholas to be a part of the program, just not as operational policy. Nicholas could stay in that role like he did last year and if he wants to report to the board, it can be put on the agenda.
      - Ashley BF notes that Nicholas brings a wealth of knowledge.
- Chairperson DeWitt has recognized Nicholas as the representative of the Board for the Center of the Book.
- Chairperson DeWitt has recognized Tom as the representative of the Board in the planning of the Gala.

## **IX. Board Survey**

- Ashley BF thanked the board for taking the time to fill out the anonymous Board survey, there were 11 out of 12 participants.
- Ashley BF walked through each question and general answers.
- Ashley BF has offered to send out the full PDF of survey results to the Board.
  - Most members of the Board have served between 2 and 4 years.
  - Most members of the Board were satisfied with their role. One member was not satisfied.
  - Most members of the Board were clear as to what their role is. One member was not clear on what their role was.



- Most members wanted to serve on the Board due to an interest in preserving and promoting humanities, history, and culture.
- Most members feel as if their skills are well-utilized. Some people are on the fence, and one person felt like their skills were not utilized.
- Most members feel as if there's a good balance of their time and skills used. 2 members wanted their skills to be utilized more.
- Most members felt MH's mission and purpose was moderately difficult to communicate to the public.
  - Chairperson DeWitt reminded the Board our mission is to "enrich lives and strengthen communities by connecting Missourians."
  - Staff believed it was much more difficult to communicate our mission/purpose to the public than the Board did.
  - These results are based on who Board members and staff regularly communicate with, as well as their definitions of "community."
- Most members feel as if we handle programming, grants, creative programs, and preservation of history/culture well.
- Members feel the biggest opportunities to grow are in literacy, development, a cohesive understanding of humanities and its importance, small town show cases, utilizing talent among board members, youth humanity programs, and knowledge regarding MH.
- Most members feel as if lack of funding, government interest and influence, and misunderstandings of the humanities pose the greatest threats to our mission
  - Peter believes we should have a standing committee around funding.
  - Is financing different than revenue funding?
- We have a long list of better tools we can put together for advocacy. What tools can staff provide to aid advocacy?
- Work on for next year: diversity of the board, programs, more grants to rural areas, engage more communities.
- Ashley BF asked if the plan put together for the next year hits the targets, goals, and addresses the concerns of the Board.
  - There was a consensus that the plan does fulfill these.
- One action or item/activity to consider implementing: find more partners, more outreach to underserved communities, continue delegating, calendar of cultural activities across the state, restart literacy program.
  - Community partners can go directly to the calendar.
  - Grants will be included on the community calendar.
- Peter noted the potential of matching skillsets to committee structure to supplement current staff skills. This will connect our strategic plan with everything we do.
  - Might be worthwhile to sit down and make sure everyone is assigned a committee who wants to be on a committee.
  - Why wouldn't we assess skillsets on a broader scale?
    - Ashley BF asked what this would look like to Peter.
    - Go through strategic plan by skillsets needed to provide that. Look through the bylaws, make sure the board has those skills, and identify gaps.

- John agreed with Peter. We have never looked at that level of skillset. Committee appointments have always been what you're interested in being a part of.
- John mentioned the diversification of the board was being discussed when he was brought on 8 years ago. Steve Belko (former Executive Director) was putting a document together that was made up of educators, professionals, lawyers, ethnic groups, with a focus on African Americans that never came into fruition.
  - There are some grants we can't apply for because we don't have a diverse enough board.
  - John mentioned that a few years ago they discussed whether members represented a rural or metropolitan community.
  - When Marci and John came on, most people were educators that came from St. Louis. She believes we have diversified by ethnicity and background.
- Trish asked if they noted their skillset when interviewing for the board.
- This board is not required to serve on a committee.
  - Ashley BF has checked the bylaws.
  - The bylaw committee may consider this. At that point, skillset consideration would be vital.
- Tom believes how different the questions are is interesting. If you'd do the same survey in 3 years, the scores might be more together.
  - Peter noted that it sounds like an onboarding issue. If there's an outlier, people who don't feel productive or like they align with the mission, it should be caught during onboarding. People should be very clear about why they're here, what they're doing, and their skillsets.

## **X. Adjourn**

**Dr. Petra DeWitt**

- Nicholas Inman motioned to adjourn. John Robinson III seconded. All in favor. Motion approved.
- Chairperson DeWitt adjourned the meeting at 1:08 pm.

## **Appendix**

- 1. Grants Committee Report**
- 2. Executive Director's Report**

**Grant Committee Report**  
**Mini Grants November 2022**  
**Betty Coleman-chair**

The Grants Committee, Betty Coleman, Nicholas Inman, Marvin Silliman, Marci Bennett, and Jason Sides read, reviewed, and submitted scores for the November 28, 2022 grant committee meeting. The group discussed and determined funding on the forty-one (41) November mini-grants.

Of the forty-one (41) November mini-grants, the committee

- Total requested amount was \$96,993
- Total recommended approval amount was \$39,387.
  - Recommend approval for full funding for fifteen (15)) applications- \$34,787
  - Recommended approval for partial funding for four(4) applications- \$4,600
  - Rejected twenty-two (22) applications
- Beginning fiscal amount available was \$550,000, leaving \$510,613 for the next three rounds. The breakdown amount for each round will be recalculated.

The full report was sent to MHC staff on November 29, 2022 and shared with the Executive Committee during its November 30 meeting.

### Recommended for full funding

Project Title	Organization	Amount Funded
Time Travelers Education Trunk Program	History Museum on the Square	\$2,500
Master of Words Reading Challenge	Doniphan Middle School	\$2,400
Marvelous Museum Manipulatives: K-12 Teach Kits	The National Museum of Toys and Miniatures	\$2,500
KNOP 50 <sup>th</sup> Anniversary Publication	New Wave Corporation	\$2,500
Read with Wornall/Majors	Wornall/Majors House Museum	\$2,500
Sherwood/Rader Farm Traveling Trunks	Sherwood-Rader Farm Civil War Park, Inc.	\$1,725
Raiders Read! Mark Twain Nominee Incentive Program	North Shelby Elementary	\$2,110
Read. Listen. Practice.	Heartland Regional Library	\$1,302
Northland Ethnic Festival	Ethnic Enrichment Cultural Council	\$2,250
Educating outside the traditional Classroom	Village of Bethel	\$2,500
An Evening with Local Authors	Friends of the Seymour Library	\$2,500
Washington University PowWow	Kathryn Buder Center for American Indian Studies	\$2,500
Preserving History through Technology: A Folly Theater Interactive Timeline	Folly Theater	\$2,500
Stories of Augusta German Evolution (SAGE) Project	Friends of Historic Augusta	\$2,500
Boonville Diner Mural Restoration Project	Boonville Historic Preservation Advisory Commission	\$2,500
		<b>\$34,787.00</b>

### Recommended for partial funding

Project Title	Organization	Comments	Amount Funded
SCCH Family History Workshop-Doing Your German Research	St. Charles County Historical Society	Fund for \$300 for printing. No outreach and a very small audience for one day 75 people	\$300
LatinXVerse: a creative writing program for bilingual LatinX Youth in Missouri	No Divide KC	Funding for half of the honoraria do_to our limited resources and rubric scoring. We encourage you to continue with this project.	\$1,250
Missouri Humanities Lectures Series	Ste. Genevieve Museum Learning Center	MHC can't fund salaries or wages for staff. We are doing the postage, printing and supplies	\$1,050
MSU Poverty Reading Room	Missouri State University, Dept of Sociology and Anthropology, Ozarks Poverty Research Working Group	B; excellent idea. The materials we purchase will be long serving. But due to our limited resources and rubric scoring, we are partially funding.	\$2,000
			\$4,600.00

### Recommended for no funding

Project Title	Organization	Comments
The ABCs of Disabilities - Illustration & Design	Festability	MHC must have matching funds to receive the amount requested.
Pleiades: Literature in Context/Pleiades Visiting Writers	University of Central Missouri / Pleiades	The grant must take place in Missouri
West Plains Senior Center Oral History Magazine	Senior Age Area Agency on Aging	The budget did not match the requested amount.
Cats on Main!	Downtown Blue Springs Main Street, Inc	Great program but please refer to Regional arts council for funding.
Neighborhoods United for Change	St. Louis Association of Community Organization	Excellent idea. Involvement with other neighborhoods but does not meet the scope of our mission

Transforming Lives through Education	Kansas City Girls Preparatory Academy	Great program, great evaluation, must have matching funds
Hannibal's Invisibles	Jim's Journey: The Huck Finn Freedom Center	B; great book with real people stories and history. This project does not enhance our mission and we did not have a clear understanding of its execution.
Jazz Works Program Featuring: Deanna Witkowski	Kansas City Jazz Orchestra	This is an arts council project
Opera Lectures: Opera Dives Deep & Pre-Opera	Lyric Opera of Kansas City	Due to our limited resources we are unable to fund the project
Print for a Cause	Central Print	This should be referred to Regional Arts Council. Due to our limited resources and rubric scoring we cannot fund.
Public Lectures on Afro-Latin American History	University of Central Missouri - Modern Languages & Interdisciplinary Studies	This project does not enhance our mission. Due to our limited resources and rubric scoring we are not funding.
2022-2023 Arts Series	Moberly Area Council on the Arts	This is more for the arts. Please refer to RAC
April Henry Author Visit	Mark Twain High School	Excellent program but no kind or matching funds were listed. MHC must have matching funds to fund our grants.
Value of Historic Preservation	Excelsior Springs, MO Historic Preservation Commission	This grant does not meet our program requirement
What the University Owes Democracy	Lincoln University	The matching funds were only \$750
Global One Urban Farming Continues	Global One Urban Farming	Agricultural and environmental science
East Wing Songs	East Wing Songs	This project does not enhance our MHC mission. All work to be funded is in MN or WI .
Kirkwood Historical Society Collection	Kirkwood Historical Society	This project does not enhance our mission. It does not fit our program guidelines
Hoppee 2 you	Hoppee Inc.	MHC does not pay for construction
Corsi Rosenthal Box	A Red Circle	This is an DFY air purifier
Handicap accessible sidewalks in front of Historic Courthouse	McDonald County Historical Society	MHC does not pay for construction
Kansas City Ballet Archives	Kansas City Ballet	This dance program should be referred to RAC