



Board of Directors Meeting Agenda

December 4, 2024

Zoom

Missouri Humanities' mission is to enrich lives and strengthen communities by connecting Missourians with the people, places, and ideas that shape our society.

Board Members in Attendance: Trish Erzfeld (Chairperson), John Robinson III (Treasurer), Juan Meraz, Betty Coleman, Marci Bennett, George Pettigrew, Alicia Starr, Sudarsan Kant, Dawn Smith-Popielski

Board Members Absent: Peter Hofherr, Marilyn Bradford, Jason Sides (Secretary)

Staff Members in Attendance: Ashley Beard-Fosnow (Executive Director), Ashley Vogel (Creative Initiatives Coordinator), Clarice Britton (Director of Operations), Lisa Carrico (Program Director), Amy Slaughter (Grants Assistant)

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| I. | Welcome Guests, Board Members, and Staff | Trish Erzfeld |
| II. | Call to Order | Trish Erzfeld |
| III. | Roll Call | Ashley Vogel |
| | <i>i. Ashley Vogel conducted a roll call. A quorum was established.</i> | |
| IV. | Approve Agenda | Trish Erzfeld |
| | <i>i. John Robinson motioned to approve the agenda. Juan Meraz seconded. All in favor.</i> | |
| V. | Approve September 21, 2024 Minutes | Trish Erzfeld |
| | <i>i. Betty Coleman motioned to approve the September 21 Minutes. Juan Meraz Seconded. All in favor. The September 21, 2024 minutes were approved with no adjustments being made.</i> | |
| VI. | Election of Board Officers | Betty Coleman |
| | <i>i. Betty Coleman announced the proposed list of Board officers. They are as follows: Chair: Trish Erzfeld; Vice Chair: Sudarsan Kant; Treasurer: John Robinson; Secretary: Jason Sides.</i> | |
| | <i>ii. Marci Bennett motioned to approve the slate of officers. George Pettigrew seconded. All in favor. The 2025 slate of officers was approved.</i> | |
| VII. | Committees | Trish Erzfeld |
| | i. Grants | Betty Coleman |
| | <ul style="list-style-type: none">● November Mini-Grants | |
| | <ol style="list-style-type: none">1. 36 grant applications were sent to the Grants Committee to read. Of the 36 requests, 24 were applied for the first time. The committee recommended approval for full funding for twelve (12) applications for \$37,817.00, and partial funding of one (1) application for \$2,000.00. The total recommended funding for this round was \$39,817. The remaining amount was \$60,183.00, which totals \$260,183 for the February Major grants. All denied funding requests received comments on their application. | |



2. *John Robinson motioned to approve the grant funding. Dawn Smith-Popielski seconded. All in favor. The grant funding was approved.*

ii. Advocacy

Marci Bennett

- Advocacy Day is on February 4, around the same time as the MO Arts Council's. There is a survey for Board members to fill out regarding their preferences for Advocacy Day. George Pettigrew inquired about the email addresses of people Board members are expecting to see. Ashley Beard-Fosnow confirmed that if there is a long-standing elected official, staff will be able to get legislators' emails to Board members. Marci Bennett explained how to look up each legislator's contact information. Dawn offered to make visits in addition to those she listed on the survey. Ashley BF shared an outline of Advocacy Day. By January 15th, packets and assignments will be sent to Board members. An orientation will follow on January 31st.
- Lieutenant Gov. Humanities Celebration
 1. Upon further consideration, the Advocacy Committee decided to prioritize building a relationship with the new Lieutenant Governor. We will spend a full year identifying the purpose for giving awards and may move forward with this in 2026.

iii. Finance

John Robinson

- Financial Report
 1. John Robinson presented the executive summary. During October 2024, cash increased by \$11,249, leaving an ending cash balance of \$1,187,923. The Edward Jones investment balance of \$775,560 decreased from the prior month's balance of \$781,463 due to market fluctuations. The current ratio was 16.12:1, representing a healthy ability to cover current liabilities as they come due. The percentage of YTD programming expenses was 86%.
- FY24 Net Private Funds **Ashley Beard-Fosnow**
 1. Ashley BF presented the fundraising goals and actuals from FY24. \$54,355.52 was requested to transfer to our Edward Jones Investment Fund. Marci asked about the number of Edward Jones accounts we have. Ashley BF confirmed that we have 1 where we place all our unrestricted funds.
 2. *John Robinson motioned to transfer funds to Edward Jones. Marci Bennett seconded. All in favor. The transfer of funds was approved.*

VIII. Executive Director Report

Ashley Beard-Fosnow

- i. Ashley BF reminded Board members of Missouri Humanities' strategic objectives.

- **Operational Effectiveness**

1. Ashley BF gave an overview of MH's KPI, including asynchronous and synchronous views, survey results, participants, members, subscribers, etc.



With the work we've done with Proof Positioning and the investments we are making with OBP, Ashley BF hopes we will be able to re-survey Missourians and see a higher percentage of Missourians being able to correctly define the humanities. Ashley BF shared an Organizational Structure Chart.

- **Innovative Programs**
- **Expand Connections**
- **Promote Cultural Heritage Programs**

1. Ashley BF discussed Americorps. Chris Kempke submitted an Operations Grant in November, the program will technically start in August. Ashley BF discussed dates for upcoming showings of Crossroads of a Nation. She shared a list of Horizons festivals.

ii. Grantmaking & Office Operations

Clarice Britton

- Clarice Britton shared photographs of the .ZACK building. The St. Charles office moved to St. Louis on October 30. Clarice gave an overview of the 97 grants awarded over FY2024 while providing a list of all the counties that we've reached.

iii. Grantmaking Support

Amy Slaughter

- Amy Slaughter gave an update on Foundant and efforts to streamline the grant process. She now keeps payments tracked and communications within the software. They are currently working on sending out award letters. Amy shared what two examples of award letters look like (acceptance and rejections), the information they include, and the attachments included.
- Clarice noted that we no longer have Filemaker, so they'll be transferring all the information previously hosted there to Foundant.

iv. Digital Content

Caitlin Yager

- During year 1 of H-Tv, we gained 1,478 subscribers– the original goal was 300. We had over 1500 video views and 196 hours of watch time. Caitlin Yager also noted that our completion rate (watching an entire video) on H-Tv is exponentially higher than our completion rates on YouTube. We have 4 Podcasts released as of this meeting. 5 Episodes of the Missouri Marvels Podcast have been released. Caitlin discussed H-Tv and her presentation at the National Humanities Conference. She discussed the programming planned out throughout 2025.

v. Creative Initiatives & Board Support

Ashley Vogel

- Ashley Vogel presented the results of the Board Survey and discussed Board Terms, the Statement of Understanding, and Board Committees.
- Ashley V gave an overview of work completed during the first month of FY 2025 regarding MO Pen and an overview of the success of the United We Stand magazine and the upcoming MO Humanities magazine. She encouraged Board



members to receive a box to distribute to their communities. Sudarsan Kant suggested reaching out to small cultural centers to distribute the magazine.

VII. Old Business

Trish Erzfeld

vi. Alumni Committee

Marci Bennett

- The alumni committee consists of Marci Bennett, Nicholas Inman, and Dorinda Nicholson. Nicholas sent Marci ideas that he and Dorinda had identified as ways for former Board members to support our work. Marci will send this to the Executive Committee and then bring it back to the full Board.

IX. New Business

Trish Erzfeld

i. Board Terms

Trish Erzfeld

- Ashley V gave an overview of Board terms during her operations presentation. Ashley BF requested Board members to send her any suggestions for future Board members.

ii. Comments

- Marci has contacts in Hannibal for Caitlin.

X. Adjourn

Trish Erzfeld

- i.** John Robinson motioned to adjourn. Juan Meraz seconded. All in favor. The meeting ended at 6:00 PM.

Next Board Meeting: March 12, 2025; 12:00 PM – Jefferson City (Followed by “Not in Our Wildest Dreams” Video Premier)

Missouri Humanities is inviting you to a scheduled Zoom meeting.

Topic: 12.4.24 Full Board of Directors Meeting

Time: Dec 4, 2024 04:00 PM Central Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/87423535123?pwd=Aq5rLLUVzLPdUtdSn4FVVeolyw1CaZm.1>

Meeting ID: 874 2353 5123

Passcode: 054729