

Snowmass Capitol Creek Caucus Board Meeting  
November 14, 2020  
Zoom conference, hosted by David Chase, President

### CALL TO ORDER

Board members present: David Chase, Molly Child, Chris Collins, Judy Hill, George Johnson, Glenn Russell, Jill Sabella, Helene Slansky, Vicki Treece

Guest: Judy Frey

### MINUTES

Vicki moved to approve the Minutes of October 20, 2020. Helene seconded. All were in favor.

### TREASURER'S REPORT

The current amount in the restricted Snowmass water account remains at \$22,480.51; the unrestricted account is currently at \$19,602.96, for a total of \$42,083.47. The only expense this month was \$750 to Design Finch for web design.

Vicki spoke on the need to find ways to encourage funding.

Insurance is the Caucus' biggest expense, especially liability insurance for things like the annual picnic and road clean-up. There is also the Director's and Officer's insurance which protects board members from lawsuits. And there is the website.

Discussion followed about recognizing donors, whether publicly by name and amount given, or by name only. Helene felt acknowledgement should be given to donors at the time of a donation, not only at year's end.

David suggested posting donors on the website and expressing appreciation there, publicly.

David suggested looking into what the insurance policy coverages actually are and to see what other companies can offer this coverage. In some states Officers are exempt from liability, but if we do need to have it, we should. We need to research if non-profit organizations are exempt from lawsuits. Molly offered to contact the County lawyer and ask these questions.

### COMMUNICATIONS

#### Website

A Caucus postcard was recently bulk-mailed to all residents in the valley announcing the "rebooted" website and asking for current email addresses. This postcard effort is to get an updated email list of valley residents wanting to be on the Constant Comment system, since soon paper mailings will cease. The new website posts a year-end letter about our fundraising effort.

There was further discussion about maintenance of the website.

David spoke on the two aspects of website work - 1. development and design, and 2. general maintenance. Shayla is proposing continuing her work with 2.5 to 3 hours/month for \$250-\$300/month cost. An option is to find an individual to do the maintenance and consistent updating - with content being reviewed by the Board - i.e. postings on the website of things like Minutes, Agenda and Constant Comment - for a lower hourly rate. Shayla (Design Finch) could continue, when needed to do design work, and is willing to train in someone to do the maintenance work updating.

David raised the question of going to Social Media (Facebook) with the site - to bring more people into the fold. Discussion followed as to whether the website and Constant Contact are sufficient to serve the members of the Caucus. Who are we looking to serve? If it's the Caucus' constituents, then that's who we should serve - not digital marketing and advertising. Helene felt we shouldn't commercialize the website; the website is for a limited target audience.

All agreed the website reflects our values - conserving the valley's ranching history, it's beauty, wildlife, rivers, community values and things we enjoy, with links to valley artists, poets, history stories.

Judy Hill Lovins stressed the importance and effectiveness of person-to-person communication.

#### Elections

Voting for the Caucus board is at the end of December. Results will be posted on Constant Contact.

Meeting adjourned. All in favor.