

ICR Governing Board Meeting Minutes

July 15th, 2026, 1:00-2:00pm

Meeting by Zoom

In Attendance: Dr. Joanna Zeiger, Dr. John Harloe, Dr. Angela Bryan, Ms. Elyse Contreras, Dr. Melissa Reynolds, Ms. Nathalie Clavette, Mr. Sherard Rogers, Ms. Ali Leonor, Mr. Ean Seeb, Ms. Sara Bellamy, Dr. Chad Kinney, Dr. Jeff Smith, Ms. Julie Powell, Dr. John Williamson,

Absent: Dr. David Lehmpuhl, Dr. Jon Reuter, Mr. Chuck Smith, Mr. Michael Hennesy

Meeting Minutes:

- I. Welcome (1:00-1:02pm) –Dr. Zeiger
- II. Consent Agenda (1:02-10:05pm) –Dr. Zeiger
 - a. Meeting Minutes: June Board Meeting
 - i. Motion to approve consent agenda unanimously passes
- III. Marketing and Communications: Strategies 360 (1:05-1:15pm) –Dr. Smith
 - a. Kickoff meeting July 10
 - i. Dr. Jeff Smith: ICR staff did introductions and talked about priorities. Talked about services they (Strategies 360) would provide and next steps and action items.
 - b. First Month
 - i. Digital audit of owned media
 1. Dr. Jeff Smith: They are going to assess what the ICR is currently doing and figure out what our digital presence is. Then they will develop an audience strategy.
 - ii. Audience Strategy-confirm stakeholder groups
 1. Dr. Jeff Smith: They are wondering about any existing audience research or ideas that we know about who our main audience or stakeholder segments would be. We are thinking researchers, policymakers, industry, media, public. I would group legislation and legislators in with policymakers.
 2. Dr. Joanna Zeiger: Are we tracking who we've been engaging with? Are you turning that over to Strategies 360 so they have a better idea of who our audience is?

- a. Ms. Julie Powell: Yes, we are tracking it and will provide Strategies 360 that data.
 - b. Dr. Chad Kinney: Strategies 360 will be attending the August board meeting and I gave them a heads up about the September retreat.
 - 3. Drs. Zeiger, Harloe, Bryan, Kinney, Williamson: Discussion about brand awareness and guidance from new marketing firm.
 - iii. Editorial calendar
- IV. Government Relations Updates (1:15-1:25pm) Nathalie Clavette
- a. Ms. Nathalie Clavette: Provided primary election update.
- V. ICR Director Search (1:25-1:35pm) –Dr. Kinney
- a. Candidates are confirmed for on-campus interviews (July 29 and Aug 3)
 - i. Open forum with Board and other stakeholders (includes virtual option)
 - 1. Dr. Joanna Zeiger and Dr. Chad Kinney: Discussed and determined that an open forum is acceptable.
 - ii. ICR Staff
 - iii. ICR Director
 - iv. Provost
 - b. Final itinerary disseminated the week of July 20th
 - i. Dr. Chad Kinney: Dr. Lehmpuhl will send the itineraries to candidates and board members upon his return to office next week.
- VI. Fall Board Retreat (1:35-1:45pm) –Dr. Zeiger and Dr. Kinney
- a. Finalize Date 9/21 or 9/28
 - i. Dr. Chad Kinney: An email will be sent to determine the exact date of the September retreat.
 - b. Facilitator
 - i. Dr. Joanna Zeiger: Is a facilitator needed for the retreat? Will meet with Jeff Smith to discuss using AI for the retreat.
 - c. Location – CDPHE Lab
 - i. Dr. Joanna Zeiger: Thank you to Elyse for providing us with a venue for the retreat.
 - ii. Ms. Elyse Contreras: [CDPHE Lab](#)
 - d. Agenda Priorities
 - i. Dr. Joanna Zeiger: Discussed last year's agenda.
 - 1. Ms. Elyse Contreras: Would like to add a couple of follow-up items from the last RFA to the retreat agenda.

- ii. Dr. Kinney recommended that Marketing and Communication be a key topic with the relationship Strategies 360 just getting off the ground.

VII. NCRC Items (1:45-1:50pm) –Dr. Kinney and Dr. Zeiger

- a. Travel for Dr. Kinney to NCRC 2026
 - i. Dr. Joanna Zeiger: Proposed that the ICR pay for Dr. Chad Kinney’s travel to NCRC 2026. Dr. Kinney has put in a tremendous amount of work and is still the face of the conference.
 - 1. Board unanimously agreed.
- b. Board Member Registration
 - i. Dr. Joanna Zeiger: Encourages board members to attend the conference. Send an email to Chad and Julie if you plan to attend.

VIII. Public Comment (1:50-1:55pm) –Dr. Zeiger

- a. Meeting adjourned at 1:55pm