



**SIPA Board of Directors  
Minutes of Meeting  
April 3, 2025  
12:00 p.m. to 1:30 p.m.  
Virtual meeting**

**1. Call to Order**

Chair Tony Gherardini called the meeting to order via web conferencing at 12:05 p.m.

Senator Mark Baisley, Ernesto Chavez, Jesse Marks as designee for Maria De Cambra, David Edinger, Tony Gherardini, Jason Harris as designee for Colorado Judicial Branch, Heidi Humphreys, Danielle Morrill, Hannah Parsons, and Samuel Taussig were present at roll call.

Chris Beall on behalf of Secretary of State Jena Griswold, Representative Amy Paschal, Senator Dylan Roberts, and Representative Ron Weinberg were excused.

Mark Ferrandino arrived after roll call.

Elliot Reaven was present on behalf of the Secretary of State's Office.

With 10 voting members present at roll call, a quorum was established.

**2. Meeting Business**

**Approval of Agenda**

- Heidi Humphreys moved to approve the meeting agenda. David Edinger seconded the motion. The motion was approved unanimously.

**Approval of March 6, 2025 Board Meeting Minutes**

- Ernesto Chavez moved to approve the minutes of the Board of Directors meeting held on March 6, 2025. Heidi Humphreys seconded the motion. The motion was approved unanimously.

**3. Executive Overview - Ajay Bagal**

Ajay Bagal, SIPA's Executive Director, presented his Executive Overview.

Director Bagal welcomed Senator Dylan Roberts as the newest Board Member, replacing Senator Priola. He then outlined the meeting's agenda.

#### **4. Legal Update**

Pursuant to Colorado Revised Statutes § 24-6-402 (4)(b), Chair Tony Gherardini moved that the Board of Directors move into executive session to discuss with SIPA's legal counsel confidential legal matters. Jesse Marks seconded the motion. The motion was approved unanimously.

The Board entered Executive Session at 12:13 p.m.

The public meeting resumed at 12:18 p.m.

#### **5. Colorado.gov Strategy Update**

Executive Director Ajay Bagal was joined by Jerrod Roth, SIPA's Chief Technology Officer and Dr. Catherine Kunst, SIPA's Chief Operating Officer to provide an update on the Colorado.gov digital strategy. A copy of the presentation has been placed in the Board Dropbox.

Director Bagal indicated that SIPA is strongly committed to undertake and work with our partners to ensure success.

In 2024, SIPA engaged Slalom to craft a digital strategy for Colorado.gov. Mr. Roth provided a project overview, current state sentiments, digital principles, and suggestions for Colorado.gov. SIPA has been making incremental updates and changes to Colorado.gov since 2020, including chatbot functionality and a status page. Survey feedback was analyzed and incorporated into the strategy. Colorado.gov should be efficient, fresh and engaging, guided and personalised, and connected and cohesive.

Dr. Kunst provided an update on how SIPA is supporting the Governor's Operational Agenda through the Colorado.gov digital strategy. Since February, she has been meeting regularly with Tyler Colorado and the Colorado Digital Service to understand how Colorado.gov can better support the Governor's Operational Agenda. This partnership is focusing on Colorado's high impact programs and services, and is working toward a growing partnership between Tyler Colorado's customer support desk and individual state agency call centers.

Sarah Tuneberg with Colorado Digital Service mentioned that the group is also working with the Department of Personnel and Administration on Colorado brand standards, which will be pulled into the new templates and the view and vision of the Colorado.gov experience.

Ms. Tuneberg mentioned that in addition to SIPA's work with Slalom, the Governor's Office of Information Technology previously partnered with McKinsey & Company to develop the State of the State survey, which connected with a statistically significant set of Coloradans to understand what they wanted from their government. This feedback helped inform the Governor's Operational Agenda. Mr. Jesse Marks with the Governor's Office added that the result of that analysis was that at its simplest level, Colorado.gov needs to ensure that there is a clear path to the completion of a resident's digital transaction.

Drew Levanway with Tyler Colorado indicated that site indexing among search engines is being evaluated in terms of how best to index Colorado.gov sites.

Ms. Tuneburg addressed the circular nature of flows within the Colorado.gov experience which is deeply impacting the call center experience and is working with state agencies to do journey mapping to discover where those circular journeys exist and develop a plan to address them.

Dr. Kunst closed the discussion by explaining that SIPA works with Tyler Technologies to develop the platform while state agencies and Colorado governments control the content and how it's displayed on the platform. It is a true partnership of the various parties working

together to provide the best experience for Coloradans.

## **6. Customer Success Update**

Duane Tucker, SIPA's Customer Success Director provided an update on SIPA's customer success initiatives. A copy of the presentation has been placed in the Board Dropbox.

Mr. Tucker shared that SIPA is projecting 50% growth in service contracts over FY2024, which had seen 127% growth over the prior year. Service contracts currently account for 47% of the total contracts compared to only 27% two years ago. SIPA is working with many more local governments and in FY2025 has engaged with 40 customers on their first contract with SIPA. SIPA has 117 new local governments. SIPA is currently at a 14% increase in local government contracts, which is over half of the FY2025 goal of a 25% increase.

Mr. Tucker provided a few examples of Customer Opportunities among both local and state governments. So far in this fiscal year, 38 local governments contracted with SIPA for the first time. In addition, several governments and state agencies have become repeat customers this fiscal year, including RTD, City and County of Denver, the City of Lakewood, the 11th Judicial District, and the State Treasury Department.

Mr. Tucker reminded the Board of the various services SIPA provides and highlighted the reasons that Colorado governments choose to work with SIPA.

Mr. Tucker and Beth Justice, SIPA's Sales and Marketing Director led recent Regional Workshops hosted in Englewood and Colorado Springs. Two additional workshops are scheduled in Glenwood Springs and the Town of Crested Butte in the coming months.

## **7. SIPA Board Dashboard**

Ajay Bagal, SIPA's Executive Director, and Derek Martinez, SIPA's Director of Financial Operations presented the SIPA Dashboard. A copy of the presentation has been placed in the Board Dropbox.

Mr. Martinez updated the Board. Revenue growth remains strong. Payment processing transactions have a year over year decrease of 0.1% for the month of February. Accounts Receivable are current and in good standing. Operating expenses are below budget.

Director Bagal provided an update on next steps. The next Board meeting is May 1, 2025. The SIPA GovGrants award recommendations will be made at the next meeting. The Micro-Grant application period will open April 22, 2025. The Finance and Contracts Committee will meet in mid-May 2025.

## **8. Adjournment**

There being no other business, the meeting was adjourned at 1:20 p.m.