



**HPLD FOUNDATION
REGULAR SESSION
February 11, 2019
High Plains Library District Support Services
2650 W 29th St, Greeley, CO 80631
4:30 PM**

1.0 OPENING OF MEETING

1.1 Roll Call

Meeting called to order at 4:34pm

Present: Chair Damsma, Vice Chair Gerri Holton, Secretary/Treasurer Bob Grand, Director Joyce Smock, Director Mary Roberts

Staff: Foundation Director Abby Yeagle, Executive Director Matthew Hortt, Finance Manager Natalie Wertz, Development Associate Niamh Mercer

Guests: Mindy Marshal, Alan Lott

1.2 Approval of Agenda (Action)

Motion: Vice Chair Holton moved to approve the agenda as written.

Second: Joyce

Discussion: The Nomination Committee suggested the addition of section 2.1a, Candidate Interviews to the agenda so that the entire Board of Directors could meet the present candidates.

Motion: Secretary/Treasurer Grand motioned to approve the agenda with the addition of section 2.1a.

Second: Director Roberts

Vote: Unanimously passed, 5:5

1.3 Approval of Minutes (Action)

A. November 26, 2018

a. Work Session

b. Regular Session

B. January 21, 2019

Motion: Secretary/Treasurer Grand moved that the minutes from the November 26, 2018 Work Session and Regular Session and the January 21, 2019 meeting be approved.

Second: Director Smock

Discussion: Director Roberts noted for the record that she was not a member of the Board of Directors in November of 2018 but was in January 2019.

Vote: Unanimously passed, 5:5

1.4 Public Comment

No public comment.

2.0 ITEMS FOR ACTION/INFORMATION

2.1 Nomination of New Members – Nomination Committee (Action)

2.1a Candidate Interviews:

Candidate Lott grew up in Utah and has lived in Weld County since 2011. Lott stated that he was recently introduced to the Foundation's work within the community and hoped to join the Board of Directors to become more involved in early literacy. Lott works for Bank of Colorado as a Commercial Loan Officer. He has an MBA in finance and skills in relationship management. Lott is deeply invested in the community. He facilitates a church youth group, volunteers as a Scout/Assistant Master for a local Boy Scout troupe, and volunteers with the Greeley Boys and Girls Club. As a father, he is extremely interested in education and literacy. He has several children and noted that the library is a wonderful resource for the community. Lott believes that the library is an immense resource to underserved populations within our community.

Candidate Marshall grew up in Greeley, received her higher education in Washington DC and then moved back to Weld County. She worked in higher education for 15 years, then chose to spend more time with her family and worked part time for her church. She now works as an Academic Advisor for AIMS Community College and assists students on their path to an AA. She has worked with and was on the board for the Greeley Dream Team where she facilitated their strategic plan. Her two passions are libraries and children, which have resulted in her desire to be part of the Foundation Board of Directors. Marshall currently resides in Kersey.

Motion: Director Smock moved to accept Alan Lott and Mindy Marshall to the Foundation Board.

Second: Vice Chair Holton

Vote: Unanimously passed, 5:5

2.2 Officer Selections – John Damsma, Chairman (Action)

Motion: Director Roberts moved that interim officers continue in their current positions through their term.

Second: Director Smock

Discussion: Officers ensured the board that they desired to continue in their current positions.

Vote: Unanimously passed, 7:7

2.3 Committee Selections – John Damsma, Chairman (Action)

Chair Damsma noted the importance of a balanced board and led discussion of committee assignments. Suggested composition was as follows:

- A. Strategic Plan Task Force: Vice Chair Holton, Director Roberts, Director Lott
- B. Bylaw and Policy: Chair Damsma, Director Smock
- C. Finance: Secretary/Treasurer Grand, Director Roberts, Director Lott
- D. Nomination: Chair Damsma, Director Smock
- E. Fundraising: Secretary/Treasurer Grand, Director Marshall

Director Roberts asked if Foundation staff would support the committees.

Foundation Director Yeagle ensured the Board that their committees would be supported by Foundation staff.

Secretary/Treasurer Grand and Director Roberts would like to consider pursuing community members for Board of Director Committees.

Motion: Secretary/Treasurer Grand moved to approve the committee selections.

Second: Director Smock

Vote: Unanimously passed, 7:7

2.4 2019 Meeting Schedule – John Damsma, Chairman (Action)

Director Roberts asked if it is a burden for libraries to host the Board of Directors and thought that the locations should remain the same for each meeting.

Executive Director Hortt noted that holding meetings at the branches should not be an issue because he can lock up. Member libraries are a concern because he cannot lock up and the staff would have to stay late to accommodate the Board.

Vice Chair Holton and Director Roberts recommend that the District and Board meetings not be held at the same time and location in order to ease the burden upon library staff.

Director Lott asked what the benefits of holding the meetings in the same place and day are. Chair Damsma and Foundation Director Yeagle explained that it was more convenient if the meetings were held on the same date and at the same location so that joint HPLD Trustees and Foundation Directors could attend both meetings.

Finance Manager Wertz recalled that historically, the Foundation held meetings before the District. But warned that meetings must to end before the posted time of each District meetings. Chair Damsma suggested that the Foundation Board of Directors meet prior to the HPLD Board of Trustees on April 15th, August 19th and November 4th to ease the travel schedules of joint members.

Motion: Secretary/Treasurer Grand moved to approve the amended 2019 meeting schedule that reflects all quarterly Foundation Board of Director meetings begin at 4pm and proceed the HPLD Board of Trustees meetings.

Second: Director Roberts

Discussion: Finance Manager Wertz cannot guarantee that the 2018 Foundation 990 will be prepared by the Board's next meeting on April 15th.

Vote: Unanimously passed, 7:7

3.0 FINANCE REPORT – Natalie Wertz, Finance Manager

Finance Manager Wertz explained the Foundation's statement of Financial Position. Wertz noted that the causes of the Foundation's loss two events were the causes of the Foundation's net loss, were the decrease in 2018 investment revenue, and additional support for the Riverside play space.

Chair Damsma John asked Finance Manager Wertz to clarify if the market drop was responsible for the loss of investments. Finance Manager Wertz said that the market drop did affect the Foundation's investments. The Foundation's Stifel Nicholas representative has recommended that we reallocate funds to dividend earning funds so that they will be more profitable. Wertz also noted that the endowment is board designated.

The Finance Committee requested a meeting with the Stifel Nicholas representative to discuss the reallocation of funds. Foundation Director Yeagle will schedule a meeting.

FOUNDATION DIRECTOR'S REPORT – Abby Yeagle, Foundation Director

4.0 Colorado Gives Day 2018 Report

Foundation Director Yeagle expressed that the Foundation had a successful Colorado Gives Day. Though overall donor growth remained low, the Foundation experienced an increase in average gift amount.

Chair Damsma asked what methods could be used to increase donor growth. Foundation Director Yeagle explained that the Foundation will focus on donor retention and growth throughout 2019. The Foundation will solicit new donors through events and retain donors through Colorado Gives Day.

Secretary/Treasurer Grand inquired about the Foundation's involvement with underserved communities during Colorado Gives Day. Foundation Director Yeagle described the Foundation's work with the Weld Gives Collaborative. An effort to "give where you live" and support local nonprofits on Colorado Gives Day.

Director Roberts asked if Member libraries can apply for Foundation Funding. Foundation Director Yeagle explained the application process and reminded the Board that upon their directive, the Foundation is not actively soliciting applications or supporting small projects within the District.

Secretary/Treasurer Grand would like to consider supporting Member library communities through Foundation grants.

4.1 2018 Annual Report

Foundation Director Yeagle reminded the Board that 2018 audited financials will be available during the April 15th meeting. Yeagle discussed the Foundation's supportive donors and work to increase donor retention and increase the donor data base. The Foundation will seek new online giving methods such as Pay Pal, Social Media and Giving Tuesday. The End of Year Mailer saw returns, largely from Greeley and South County. Links for Literacy was the only Foundation event held in 2018. The event saw a slight decrease in revenue due to time conflicts with other community events in the area. Yeagle stressed the importance of the Foundation's relationship with the Eaton Country Club which has helped to reduce costs for the event. Yeagle announced that the Foundation is looking to incorporate a Mini-Golf Tournament in 2019 to increase family participation.

The Board would like to pursue different fundraising events including: additional golf tournaments and those aligned with the community's interests.

Foundation Director Yeagle reviewed various forms of income that the Foundation benefits from including: Links for Literacy, End of Year Giving, Employee Giving, Monthly Giving, Grants, Board Giving, Sales, Corporate Support and Colorado Gives Day. Yeagle explained that Board Giving currently does not include a calculation of time given.

Chair Damsma proclaimed that Board Giving has decreased drastically in the past three years and would like to understand why it has recently declined. Finance Manager Wertz explained that in the past, former Chairs of the Foundation Board of Directors had encouraged their fellow Board members to make monetary contributions to the Foundation.

Secretary/Treasurer Grand stated that some members of the Board felt that their time was worth more than a monetary donation. Director Marshall informed the Board that many grant giving organizations ask what percentage of your organization's board gives monetary contributions. Marshall firmly stated that Board Giving is extremely important to all nonprofit organizations.

Foundation Director Yeagle relayed primary support to the District throughout 2018 were 1,000 Books Before Kindergarten and the Riverside Playground

4.2 Q1 2019 Update

Foundation Director Yeagle informed the Board that PDC made a large contribution to Summer Reading Adventure. In conjunction with IT, the Foundation recently donated 19 repurposed desktop computers to Soccer Without Borders. The Foundation is working with Outreach to expand the current collection of multilingual materials for 1,000 Books Before Kindergarten and Nursery Rhymes. Yeagle announced that the 2019 Writer in Residence application is open and that the residency has been extended from six to nine months upon the Board's recommendation. The Foundation is currently seeking recommendations for Writer in Residence Selection Committee members. A Meet the Resident event will be held to increase resident awareness among District staff and patrons. The Foundation will also create a Strategic Plan and meet with library managers to discuss the possibility of forming a steadier volunteer network or Friends Group. A Foundation Awareness campaign will expand upon the organizations marketing and community awareness efforts.

4.3 2019 Foundation Calendar

Foundation Director Yeagle provided a calendar of events for the Board to review.

5.0 BOARD COMMENTS

Secretary/Treasurer Grand and Vice Chair Holton stated that it is an exciting challenging year ahead and they look forward to serving on the Foundation Board of Directors.

The Board of Directors welcomed new members, Director Lott and Director Marshall. Director Lott and Director Marshall thanked their peers and look forward to serving with them.

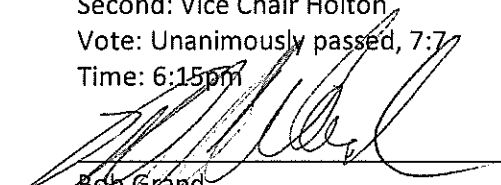
6.0 ADJOURNMENT

Motion: Director Smock moved to adjourn the meeting.

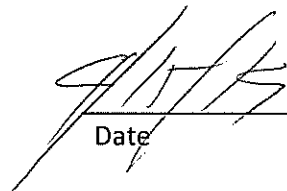
Second: Vice Chair Holton

Vote: Unanimously passed, 7:7

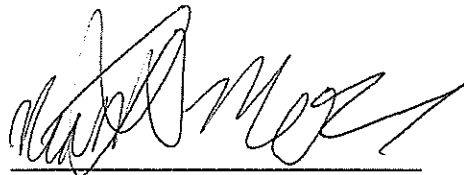
Time: 6:15pm



Bob Grand
Secretary/Treasurer



Date



Niamh Mercer
Recording Secretary

4/15/19
Date