



HPLD FOUNDATION BOARD OF DIRECTORS

Regular Session

August 17th, 2020

3:00 PM

Glenn A Jones MD Memorial Library
400 S Parish Ave, Johnstown, CO 80534

This meeting will also be streamed online at:

<https://global.gotomeeting.com/join/449888309>

1.0 OPENING OF MEETING

Meeting Called to Order at 3:05PM

1.1 Roll Call and Pledge of Allegiance

Present: John Damsma, Gerri Holton, Joyce Smock, Mary Roberts, Andrea Kauman, Mark Moody, Caleb Jackson, Miranda Arens-Bennett, Julie Forland.

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

1.2 Approval of Agenda (Action)

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

Second: Secretary/Treasurer Smock

Vote: Unanimously approved, 9;0

1.3 Approval of Minutes (Action)

A. May 18, 2020

Discussion: Director Roberts noted a typo on page two.

Motion: Vice Chair Holton moved to approve the May 18, 2020 minutes with the removal of the typo on page two.

Second: Secretary/Treasurer Smock

Vote: Unanimously approved, 9;0

1.4 Public Comment

No public comment.

2.0 ITEMS FOR ACTION / INFORMATION

2.1 Introduction of New Board Members

Foundation Director Yeagle introduced two new members Director Miranda Arens-Bennett and Director Julie Forland to the Foundation Board. Directors Arens-Bennett and Forland noted their excitement to join the Foundation Board and eagerness to work with the organization.

2.2 2019 Annual Report

Foundation Director Yeagle shared the 2019 Annual Report with the Board.

Highlighted areas of support include, PDC Energy Sponsorship, Multilingual Nursery Rhyme Booklet Project, Glenn A. Jones MD Memorial Library, and Writer in Residence.

Director Roberts asked that the term "Downtown Greeley Library and Innovation

Center” be replaced with “HPLD Library and Innovation Center” before the report is published.

2.3 Writer in Residence Feedback

Development Associate Mercer shared the results of the latest Writer in Residence survey and proposed several options as to how the program could proceed with the Foundation Board (see Board Packet for survey results). The options included increasing the programming component, expanding the program to include another residency or other artistic disciplines, or continuing with the current model.

The Board noted that they see the benefit of an increase in programming as well as expanding the programming to include other creative disciplines. The Foundation Board directed staff to present a proposal that includes additional programming, and the option for additional residencies, at the next meeting.

2.4 Logo and Name Change Discussion

Foundation Director Yeagle presented several logo designs to the Foundation Board (see Board packet for designs). Yeagle shared that Foundation and Marketing staff feel that the heart logo ties in with the Foundation’s mission, and I Love My Library campaign. Yeagle suggested that the hands idea from other designs could be incorporated into the Friends campaign and marketing materials if the Foundation Board felt strongly about including the hands images.

Foundation Board members agreed with the staff recommendation, several members noted that they would like to see the hands imagery incorporated into Friends marketing materials. Director Arens-Bennett cautioned that though the hands imagery may have a meaningful message internally, it may not be recognized externally and noted that the Foundation should be cautious of using too many logos.

Foundation Director Yeagle asked for two separate motions, one for logo change, and one for the name change.

Motion: Director Roberts moved to change the logo to the heart option.

Second: Vice Chair Holton

Vote: Unanimously passed, 9;0

Motion: Director Kauman moved to approve the name change from the High Plains Library District Foundation, to the High Plains Library District Friends and Foundation.

Second: Vice Chair Holton

Vote: Unanimously passed, 9;0

3.0 FINANCE REPORT – Natalie Wertz, Finance Manager

Finance Manager Wertz reviewed the financial documents found in the Board Packet. Wertz noted that the Foundation’s investment portfolio increased by \$25,000 in 2020 and that the Foundation has recently seen an increase in grant income.

4.0 FOUNDATION REPORT – Abby Yeagle, Foundation Director

4.1 Links for Literacy

Foundation Director Yeagle informed the Foundation Board that the tournament has currently secured roughly \$22,000 in sponsorship and revenue so far. Yeagle noted that the Foundation anticipates that the tournament will raise less than previous years due to the current economic climate. Yeagle asked the Foundation Board to consider volunteering during the tournament, or to help with the virtual auction by either donating items or securing items.

4.2 Friends Update

Foundation Director Yeagle noted that the Friends group will roll out as part of the Foundation’s 2021 rebrand.

4.3 Website and Marketing Update

The Foundation Board reviewed a draft of the Foundation website and marketing

materials to be included in the 2021 Foundation rebrand. Staff will continue to provide updates as changes are made.

4.4 Grants

Foundation Director Yeagle shared the Foundation's recent grant application success. The Foundation recently received \$10,500 from the Weld Trust and \$21,000 from Help Now Colorado for Internet Access in addition to \$5,000 from the Union Pacific Community Ties and \$5,300 from CO CARES for the Writer in Residence program. The Foundation Board congratulated staff on their success.

4.5 Plans for Q4

Foundation Director Yeagle noted that the Foundation will focus on end of year giving campaigns in Q4 including Colorado Gives Day, Employee Giving, and the End of Year Mailer. The Finance committee will meet during Q4 to review and recommend projects to receive Foundation Board designated funds.

5.0 BOARD COMMENTS

Foundation Board members reiterated their welcome to Director Arens-Bennett and Director Forland who both noted their excitement to join the group. The Foundation Board also thanked Foundation staff for their hard work and look forward to their next meeting. Members of the Board also encouraged those attending to participate in the HPLD Library and Innovation Center survey.

6.0 ADJOURNMENT

Motion: Secretary/Treasurer Smock moved to adjourn the meeting.

Second: Vice Chair Holton

Vote: Unanimously approved, 9;0

Meeting adjourned at 4:32pm

Joyce Smock

Secretary/Treasurer Joyce Smock

11/24/2020

Date

Niamh Mercer

Recording Secretary Niamh Mercer

11/24/2020

Date