



HPLD Foundation Board of Directors

Regular Session Minutes

March 22, 2021

Northern Plains Public Library

216 2nd Street, Ault, CO 80610

3:00pm

This meeting will also be streamed virtually via GoToMeeting

<https://global.gotomeeting.com/join/462283997>

## 1.0 OPENING OF MEETING 3:03 p.m.

### 1.1. Roll Call and Pledge of Allegiance

Chair Gerri Holton  
Director Joyce Smock  
Director Andrea Kaumann  
Director Caleb Jackson  
Director Julie Forland  
Director Mark Moody, excused  
Director Miranda Arens-Bennett, excused

#### Staff

Brittany Raines, MOVE Manager; Carolyn Valencia, MOVE Librarian; Elena Rosenfeld, Community Engagement and Strategies Manager; Marjorie Elwood, Associate Director; Natalie Wertz, Finance Manager; Niamh Mercer, Foundation Director; Rosa Granada, Associate Director; Kim Parker, Executive Assistant and Training Specialist; Matthew Hortt Executive Director

### 1.2. Approval of Agenda (Action)

**MOTION** to approve the agenda: Director Smock

**SECOND:** Director Jackson

**VOTE:** Unanimous approval, 5:0

### 1.3. Approval of Minutes (Action)

**MOTION** to approve the minutes: Director Jackson

**SECOND:** Director Kaumann

**VOTE:** Unanimous approval, 5:0

### 1.4. Public Comment

No public comment

## 2.0 ITEMS FOR ACTION/INFORMATION

### 2.1. Board of Directors Icebreaker (Information)

Chair Holton led the Board through an opening activity with the question, “Why were you interested in joining the Foundation Board?”.

### 2.2. 2020 Writer in Residence Report (Information)

Joshua Collier’s 2020 residency ended on January 31<sup>st</sup>. Foundation Director Niamh Mercer reported that he overcame multiple challenges during the year, primarily because of the pandemic, and his work evolved because of it. He hosted the first virtual *Meet the Resident* on Facebook Live, which garnered over 500 views. He worked with the HPLD Programming team to create, film, and edit three virtual programs: *Telling Your Story through Video*, *STEM Solutions for All Occasions*, and *Solar-Powered Take and Make Kits*. The *Take and Make Kits* were available in multiple branch libraries and were popular. Because of the popularity, other virtual programs will follow. He’s also re-writing a book that he had originally written for a younger children’s audience to make it a Young Adult novel. It’s a combination of the *Magic School Bus* and *Dr. Who*. He stated that “It was a pleasure and honor to work as the Writer in Residence” and he looks forward to continuing to follow the Foundation and Residency.

### 2.3. Board Designated Fund Update (Action/Information)

The Foundation Board voted to distribute a total of \$12,000 (\$8,000 for *Multilingual Nursery Rhyme Booklets*; \$2,000 for 1,000 *Books Before Kindergarten* nursery rhyme books; and \$2,000 for *Widening the Window* programming, formerly *Let’s Talk About Race*), in Board-designated funds during the November 16, 2020 Regular Session.

HPLD staff provided an update on the program *Widening the Window*. Carolyn Valencia - MOVE Librarian, Brittany Raines - MOVE Manager, and Rosa Granado - Associate Director of Public Services, elaborated on the program.

## INFORMATION

Carolyn Valencia fielded questions and explained how the program has evolved since she met with the Board in November. The change in name to ‘Widening the Window’ refers to an early literacy essay that stresses the importance of ensuring that students see themselves and others in literature. ‘Windows’ represents looking out into something that’s not ours, ‘Mirrors’ helps children relate to and connect with the characters in the book, and ‘Sliding Doors’ helps them learn about each other. The program is a three-month process: the first month starts with Observation; the second month adds Empathy; and the third month focuses on Loving Kindness, using an approach to first connect with self and then to others. There’s also an Adult Read, which is *My Grandmother’s Hands*. Staff has identified the first of two facilitators and are working on finding the second one.

Rosa Granado added that the name change also came about from the way Ms. Valencia evolved the program from the national *Let's Talk About Race* program, making it almost an entirely different program.

Director Smock asked about the cost for facilitators. Brittany Raines said they estimate \$1,000 for facilitator costs. Ms. Mercer noted that funds for the facilitator will come from grants and designated donations, not from Board funds previously granted. Ms. Valencia said that when she asked Jesse Tijerina from School District 6 to facilitate, he suggested using two facilitators: one of color and one white to create civil discourse. Ms. Granado added that the District wants someone who can handle the difficult conversations.

Director Smock asked if this will be ongoing. Ms. Valencia said 'yes', that's her hope, and there's potential to take this to United Way of Weld County, BOCES, and additional community partners.

#### **ACTION**

The Multilingual Nursery Rhyme Booklet program was granted \$8,000 in Board Designated Funds for translation expenses during the November 16, 2020 Foundation Board of Directors Regular Session. Brittany Raines, MOVE Manager, requested that the use of funds be expanded to include the translation of surveys. Surveys are an essential piece in program evaluation, and it is crucial that they are available in a participant's first language because this is a cultural inclusion project.

She anticipates about 150 surveys completed per language, which includes Burmese, French, and Somali. They are not asking for additional funds, but that the fund's distribution include the surveys.

The Foundation Finance Committee asked that this matter be brought to the Foundation Board of Directors for a vote.

**MOTION** to include translation of surveys in the Multilingual program funds: Director Jackson

**SECOND:** Director Smock

**VOTE:** Unanimous approval, 5:0

#### **2.4. Revised 2021 Meeting Schedule (Action)**

The 2021 Foundation Board of Directors meeting schedule has several revisions that must be approved by the Board. Ms. Mercer said the Board had approved the schedule in November, but the meeting locations had not yet been determined. They have since

been confirmed and a work session was added to review the Board binder, roles, and responsibilities.

**MOTION** to approve the revised meeting schedule: Director Jackson

**SECOND:** Director Forland

**VOTE:** Unanimous approval, 5:0

## 2.5. Election of Officers (**Action**)

During the November meeting, the Board chose to wait until the Quarter 1, 2021 meeting to vote for the 2021 Vice Chair. Ms. Mercer described the requirements per the By-laws, which state that the position must be held by a Trustee of the HPLD Board. Therefore, Director Smock is the only member who is qualified.

**MOTION** to approve Director Smock for Vice-Chair: Director Forland

**SECOND:** Director Kaumann

**VOTE:** Unanimous approval, 5:0

From this point forward, Director Smock will be referred to as Vice-Chair Smock.

The secretary/treasurer is responsible for the funds and security of the organization and overseeing the finance committee and signing all the minutes. Ms. Mercer asked for a volunteer or nomination. It was decided that the decision will be made in the May 2021 Board meeting.

**DIRECTION from the Board:**

The election is tabled until next meeting.

## 2.6. Selection of Committees (**Action**)

We need to adjust our committee assignments so that our new officers can sit on the appropriate committees and to provide all members with the opportunity to sit on a new committee. Ms. Mercer provided information about committee descriptions and what each will focus on throughout 2021.

### Finance Committee

Director Forland, Vice-Chair Smock

### Bylaws and Policy Committee

Director Moody, Chair Holton

### Nomination and Selection Committee

Chair Holton, Vice-Chair Smock

### Fundraising Committee

Chair Holton, Director Jackson, and Director Arens-Bennett

### Friends Committee

Director Kaumann, Director Jackson

**MOTION** to approve the slate of committee assignments: Director Kaumann

**SECOND:** Director Forland

**VOTE:** Unanimous approval, 5:0

### **3.0 FINANCE REPORT**-Natalie Wertz, Finance Manager

Natalie Wertz, HPLD Finance Manager, presented the statement of activity for January and February 2021: just over \$20,000 in revenue, and an increase of net assets to \$19,500. Total assets came to \$704,000 at the end of February. The Foundation is getting some increase in the investment portfolio, but not quite as strong a gain as before. There are no significant transactions to report yet.

Vice-Chair Smock asked how donations in January and February compare to previous years. Ms. Wertz replied that they are close, although possibly a little higher.

### **4.0 FOUNDATION REPORT**-Niamh Mercer, Foundation Director

#### **4.1. 2020 Foundation Summary**

Niamh Mercer presented a summary of the Foundation's operations from last year. She noted that these figures have not yet been audited.

- 2020 Revenue totaled \$203,000,
- Endowment Assets grew to \$571,500. Undesignated Assets were larger in 2018 and 2019 because of large events, which the Foundation was not able to have in 2020.
- The number of and average amount of Gifts increased in 2020.
- It was a big year for Grants: staff applied for \$788,000 and received almost \$175,000. Over \$100,000 of that was in a reimbursement grant from the Colorado State Library. \$9,600 was reimbursed from the Colorado State Library Cares Act for 16 hot spots and their data for the specialty checkout collection. DOLA also provided a grant to purchase COVID19 Personal Protective Equipment for the libraries.

Details on the breakdown of donations and grants are included in the Board Meeting packet, which can be accessed [here](#).

#### **4.2. 2021 Foundation Timeline**

Ms. Mercer went over the scope of what the Foundation will do in 2021. Starting in May, they will release a digital Newsletter to allow communication about all the Foundation is doing, staff will work on grants all year long, and there are two new fundraising initiatives: *ReFUND What Matters* and *Library Giving Day*. There are also the recurring activities and projects. Again, more detail can be found in the Board Meeting packet, linked [here](#).

Director Kaumann asked if there is a plan for more formalized effort or expectation this year on the Friends group? Ms. Mercer replied that she will use 2021 to prepare for the rebrand and rolling out of the Friends group in 2022. She foresees running a “Why do you love your library?” campaign starting on this year’s *Library Giving Day* to gather data and marketing pieces, and then using that information to build up to the unveiling of next year’s rebrand and start of a Friends group.

#### **4.3. *ReFUND What Matters* and *Library Giving Day***

Ms. Mercer reported that *ReFUND What Matters* started in 2020, but the Foundation didn’t actively pursue it last year because of COVID19. It’s a State income tax refund. Staff will not do a strong push but will run an email campaign with social media posts and a couple of flyers.

*Library Giving Day* also started last year and postcards went out to donors, but there was not a strong ask for donations because of the pandemic. As was mentioned earlier, an information campaign, “Why do you love your library?”, is planned to start on this year’s *Library Giving Day* and will run through the rebrand next year. Along with adding the comments to the marketing campaign, the Foundation will share them with the District Librarians.

### **5.0 BOARD COMMENTS**

- Director Jackson appreciated the presentation on MOVE.
- Director Kaumann asked how people are doing with the State Library pilot training program.
  - Chair Holton said she’s enjoyed them and learned a lot. She wishes the group could Book Club it or share info with each other.
  - Director Kaumann replied that she had a little difficulty at first, but it’s better now and she suggested talking about it in June.
- Director Forland is still getting her feet wet and getting to know the Directors and flow. She’s excited to be a part of the group.
- Vice-Chair Smock: Enjoyed the learning modules but can’t get back in now. She complemented Niamh Mercer on the job she’s done with the circumstances and told Natalie Wertz that it’s standard that she always does a great job.
- Chair Holton said she agrees with Joyce. She added that she’s excited about the *Widening Windows* program and is glad to be a part of it.

### **6.0 ADJOURNMENT at 4:20p.m.**

**MOTION** to adjourn: Vice-Chair Smock

**SECOND:** Director Kauman

**VOTE:** Unanimous approval, 5:0

*Next Meeting: May 17, 2021 3:00pm Centennial Park Library 2227 23rd Ave., Greeley, CO 80631*

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Julie Forland

08/18/2021 05:17 UTC

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Julie Forland, Secretary/Treasurer

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Date

Kim Parker

08/18/2021 15:24 UTC

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Kim Parker, Recording Secretary

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Date