



**BOARD OF DIRECTORS  
FOUNDATION MEETING**

**Monday, July 16, 2018**

**7:00 PM**

**DSS Administration**

**2650 W 29<sup>th</sup> St, Greeley, CO 8063**

**1.0. OPENING OF MEETING**

**1.1. Roll Call**

Trustees; Ken Poncelow, Mary Heberlee, Joyce Smock, Bob Grand, John Damsma (via phone), and Rosalie Martinez presiding as Chairman of the Foundation. Dr. George Conger was absent.

**1.2. Approval of Agenda**

Trustee Poncelow moved to approve the agenda, seconded by Trustee Grand  
Approved unanimously 6:0.

**1.3. Approval of Minutes**

Trustee Grand moved to approve the minutes from the May 7, 2018 Foundation meeting; seconded by Trustee Heberlee. Motion passed 6:0

**1.4. Public Comment**

No Public Comment

**2.0. ITEMS FOR INFORMATION**

**2.1. Erie Public Library Anniversary Report**

Becki Laughlin and Lisa Varra, Erie Public Library Staff presented.

Staff presented on how funds from the HPLD Foundation were used to celebrate Erie's ten year anniversary with patrons. Staff reported funds were used for refreshments, mugs and small party favors to commemorate the event and provided a PowerPoint presentation to the Board, including pictures from the event. Staff thanked the Board for their support and reported the celebration was

a success and used the event to promote library services, garner community feedback and promote the HPLD Foundation.

Chairman Martinez commented it seemed the community was supportive of supporting the Foundation, which was encouraging. Trustee Grand complimented the Erie Staff, a sentiment echoed by Trustee Dasma; calling Erie Public Library “a great place and we’re lucky to have the staff there that we do.”

## **2.2. Carbon Valley Regional Library Anniversary Report (Information)**

Marjorie Elwood, Library Manager and Jana Teal, Library Associate presented

Carbon Valley Staff presented a PowerPoint presentation to the Board, showing pictures of the event. Staff reported they used HPLD Foundation funds to purchase tote bags, which promoted the theme of *Growing Together*. Ms. Elwood commented that Firestone is the fastest growing area in Colorado and as such wanted to highlight many of the various HPLD services available to patrons, including the nature trail which is a unique feature of Carbon Valley Library.

Staff reported their anniversary event included sticker and button making, blind date with a book promotion, tote bags and raffle items.

Trustee Grand commented that he attended the event and Chairman Martinez complimented staff's efforts and success, concluding by stating that she enjoyed seeing Staff set goals and participate in the evaluation process.

## **2.3. October Foundation Board Orientation (Information)**

HPLD Foundation Director, Abby Yeagle presented

Director Yeagle presented on the idea of the current Board, attending a Foundation Board orientation, proposing the date of August 20, 2018 an hour prior to the scheduled District Board meeting.

Trustee Poncelow stated that he would be out of town at that time and unable to attend. Trustee Grand asked to have the mission and vision available to the new board, suggesting the board use the opportunity to craft new statements under present leadership.

## **3.0. FINANCIAL REPORT**

Natalie Wertz, Financial Manager for High Plains Library District presented to the Board.

Trustee Grand asked for clarification, inquiring about the appropriateness of the District donating to the Foundation. To which Ms. Wertz explained the purpose of the Foundation is to support the District, not the reverse in order to retain its nonprofit status.

Trustee Grand suggested the Foundation not focus on raising money for the District, but for other nonprofit organizations to which Ms. Wertz responded that the purpose of the Foundation, according to its Articles of Incorporation is to support the District. With the donation of technology resources, the Foundation is already able to support many nonprofits throughout Weld County.

Ms. Wertz continued to answer questions from the Board and discussion was held on the topic of making those resources available to many more nonprofits in rural communities. Staff responded that the same opportunities to apply for assistance are equally available; commenting more nonprofits are headquartered in larger population centers, such as Greeley.

Chairman Martinez commented on the need for Board assignments and the desire to have the Foundation bylaws available prior to orientation. Ms. Yeagle responded that the Board received a binder when they took office, with the requested materials for their consideration and encouraged the Board to become familiar with the documents prior to orientation.

Chairman Martinez asked about a decrease in funds, explained that it is part due to the expense of playground equipment placed at Riverside Library. Trustee Grand inquired about a capital gain campaign increase. Staff responded that the current Financial Report is indicative of the current financial health of the Foundation.

#### **4.0. DIRECTOR'S REPORT**

##### **4.1 Chairman's Report**

Chairman Martinez commented that she met with Ms. Yeagle prior to the meeting to provide some background, upon her taking the position as Foundation Director and believed it to be very productive.

##### **4.2 Director's Report**

Director Yeagle spoke about her expressed goals for the Foundation in the next six months;

- a. Board Orientation, which was previously discussed
- b. Form a Governance Committee to create Board member posting for community member involvement
- c. Hold a Bylaws Committee meeting
- d. Build a Strategic Plan for the Foundation, in alignment with the District's plan in order to move forward with a Foundation Development Plan for the future

Ms. Yeagle reported on technology donations since the last Foundation Board meeting, reporting with the support of Aubree Raimer, the District 6 intern, who helped with distribution and James Melena in the HPLD POI Department, whom posted and shared social media posts regarding the event; the community rallied and made the event quite successful. Ms. Yeagle shared photos with the Board.

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Trustee Smock suggested that Dr. Horts make a point of promoting the Foundation when conducting Focus Groups in the area, for the purpose of Strategic Planning.

Trustee Grand suggested including basic operating systems. Director Yeagle pointed out that when the Foundation provides technology resources to area nonprofits an informational brochure is provided highlighted services provided by TechSoup, enabling them to purchase computer operating systems at discounted rate.

## **5.0. ITEMS FOR ACTION**

### **5.1. 2018 Budget Adjustments**

Ms. Yeagle spoke about budget details; focusing on lower book sales, lower donations (due to publicity of recent events/ lawsuit) this year and not participating on the HPLD Signature Author event due to the topic and limited staffing at this time has negatively affected the budget.

Dr. Horts suggested allowing another nonprofit entity more in alignment with the issues being discussed to solicit funding at the Signature Author event; to which Trustee Grand responded that he would like to see the Foundation do more marketing and community promotions, even suggesting more golf tournaments in which the Foundation might receive a higher percentage of the profits.

Chairman Martinez inquired about plans to hire more staff. Ms. Yeagle replied that a development associate position will be posted shortly, and a United Way Vista position is slated to start in February.

Trustee Poncelow expressed his not wanting to see the Foundation to be a fundraising arm for the District but be more present at functions representing the library and figure out other funding opportunities in the future. Again, Trustee Grand suggested more golf tournaments with partners in various communities throughout the District to raise visibility of the Library District and Foundation. Trustee Grand further suggested tapping into the oil and gas industries for financial support and donations.

Trustee Poncelow asked for clarification on whether it was needed to vote on the Foundation budget adjustments at this time, a sentiment echoed by Trustee Grand.

Financial Manager Wertz, stated that it makes the process easier if adjustments were made throughout the year to account for variances, but it was agreed by the Board to wait until the end of the year, since the adjustments were presented.

Chairman Martinez arguing for the presented changes at this point of time, making it easier in the long run, on Staff and the Board at the end of the year.

Trustee Grand moved to accept the Budget Adjustments as presented to the Board. The motion was seconded by Trustee Poncelow and was passed unanimously, 6:0

## 5.2. Committee Assignments

Chairman Martinez presented

Trustee Grand has been handling Finance Committee responsibility since May of 2018, asked for one more member to serve on the committee since Dr. Conger has been routinely absent from meetings; to which Trustee Smock agreed.

Chairman Martinez pointed out that Trustee Heberlee has agreed to sit on the Governance/ Nomination Committee in May and asked if she was still interested in retaining her position, asking for additional member to serve to which Trustee Damsma responded in the affirmative.

Bylaws/Policies Committee would be comprised of Trustee Poncelow and Chairman Martinez as discussed in May of 2018.

Task Force/ Strategic Plans Committee assignments was tabled until after the District's Strategic Plan is presented.

## 6.0 BOARD COMMENTS

Trustee Smock commented serving the Foundation Board is all new material, as compared to serving on the District Board.

Trustee Grand stated that he'd like to focus on Strategic Plan and serving the member libraries, perhaps exploring advisory boards for member libraries, to build community outreach efforts. Asked rhetorically about the purpose of adding additional Board members to the Foundation Board

Trustee Poncelow asked Staff to consider filling the additional seats to the Foundation Board with those that currently serve on member boards would like to be on the to promote the Foundation in member areas; adding he was excited for the future of the Foundation.

Trustee Heberlee stated that the process daunting. Trustees Damsma, and Chairman Martinez echoed Herberlee's sentiments.

**7.0 ADJOURNMENT 9:08 p.m.**

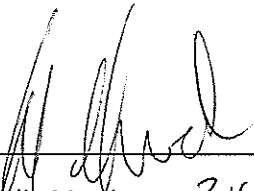
There being no further business to come before this Board, the meeting was adjourned.

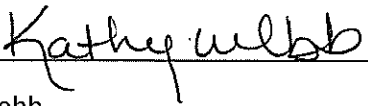
**Motion to Adjourn:** Trustee Heberlee

**Second:** Trustee Poncelow

**Vote:** Unanimous

Approved this 26<sup>th</sup> day of November 2018.

  
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Rosalie Martinez Bob.  
HPLD Foundation Secretary/ Treasurer

  
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Kathy Webb  
HPLD Executive Assistant