



GRAND COUNTY LIBRARY FOUNDATION
BOARD MEETING
6:00 PM, Wednesday, May 18, 2011
Granby Library
Community Meeting Room
Minutes

Attended: : Jill Miles, Marilyn Huff, Pat Berger, Mary Anne Wilcox, Roxane White, Rosemary Knerr, Lorie Wheeler, Mark Lund, Dick Davis, Jan Knisley. Dave Skinner, Jean Klanica, John Kacik, Erica Kalkofen

6:00 PM Reception, light dinner

6:30 PM Business Meeting-Called to order by President Wheeler at 6:30 PM

I. Roll Call

II. Consensus Items

A. Approval of Agenda- an item to add is a potential new member Erica Kalkofen, who will arrive later in the meeting. Consideration of her membership will be an action item. Also add Discussion item of Budgeting as something that should be discussed on an annual basis.

B. Approval of February 9, 2011 Minutes – Knisley made a motion to approve the minutes, Klanica seconded the motion and all said “aye” to approve.

III. Reports

A. Executive Director, GCLD-Wilcox said it has been a very busy February, March and April with the Fraser Valley Library building project. There was a soft opening the first of May and the grand reopening is tomorrow. There has been added electrical and data outlets and trenching in the concrete for cabling, the library has had all of the interior painted and carpeted, added an LCD screen and a few other touches so it is brighter and fresher. All of the duct work was blown out and cleaned.

Two new staff has been hired in the Granby Library. The Branch Manager for the Hot Sulphur Springs Library retired and Julie Horn was hired as the Branch Manager, she also works two days a week in the Granby Library.

Working on the Strategic Plan for 2012-14; the next meeting is Tuesday June 7th.

Wilcox has been working on grants with Laura Hagar. We still haven't heard from Freeport McMoran about the amount to be awarded for the improvements to the Kremmling Library. The collaboration grant failed.

Knisley had a question about the costs for damage to the three libraries. Wilcox said the HSS Library was not damaged with the frozen pipes, insurance paid for all repair to the Granby Library and it looks like the insurance will cover all of the repairs for the FVL.

B. Finance Director, GCLD- Berger reviewed the finances. Wheeler had a question about the Restricted Capital Campaign, \$450,832.85. Berger said these are private donations and the money can be used for anything for the district. Wheeler said he has been looking at the finance policy and he thinks the Investment Committee needs to go back and think about making the policy more flexible. He said he thought the foundation had an obligation to do something better with the money. Berger said you want to see it grow

Respectfully Submitted by Marilyn Huff

but there needs to be a balance of the risks in case the district needs the money in the next few years. Mark Lund said the Investment Committee has been discussing this issue. Dick Davis said he resigned from the Investment Committee because he didn't feel comfortable working with the policy as it is written. Knisley said the intent was to make the policy not too structured, but she would recommend taking a small percentage and set it aside to start building our endowment. She said she would like to see us move forward in starting the endowment. Bob Vogel had made a diagram for the finance structure. Knisley said there is a wide variety of leeway for what can be done with endowments. Wheeler said he recommends the Investment Committee revisit the policy and then bring their recommendation to the board. Davis question about Unrestricted and Restricted. John said unrestricted assets are funds that foundation has voted on to use an amount for development, marketing, etc. Restricted means it hasn't been decided what to spend it on yet.

C. President- anyone who hasn't sent in biographies need to send them to Wheeler, Wilcox or Hagar. From Hagar's report- She said she has several grants in mind for the Kremmling Library and a grant from the Grand Foundation for \$100,000. She talks about needing approval from Wheeler and Wilcox before moving forward with the grants. Wheeler's question to the board: is the board comfortable with approving grants that have been passed by Wilcox. The board said that was agreed on at the last meeting. An idea for the Development Committee- structuring an internship for a youth fundraising project for libraries. Lund- Rotary has a program in the high school and White mentioned the National Honor Society, these are both groups that could be used for coordination with an internship program.

D. Treasurer-

E. Investment Committee-

- Gift Policy-Tom Reichert was not here
- Endowment Donor Project- probably should be under the Development Committee. Davis said they should meet and put together a program to identify the people to target and spin a story to give to them.

F. Development Committee-

- Direct Mail Project- in late March another mailing was sent out. Berger said about a \$1000 has been received; the cost of mailing was about \$1800. When do we want to do another mailing? Last year they were done in August and the end of October and then this one in March. White said we also need to look at owners of agricultural properties to add to some of the mailings.
- Skinner went to a seminar statistically analyzing fundraising for non-profits; the presenter did her doctorate on this subject. 1) Audience of contributors, her model is to hit everyone you can because they grow older and get money eventually and also spread the word to parents, aunts, uncles, etc. 2) Method for fundraising is to have a personal follow-up by board members; this is the number one most successful tool. 3) Tracking- the most successful groups have a large database that tracks everything, mailings, and phone calls, etc. 4) Another avenue is to have a good size board to have a good contributor base. Socializing is a powerful tool.
1) Your vision of the logo/brand 2) what your vision/ passion includes 3) share your vision and then say would you like to join me.
- Small Neighborhood Parties Project- Hagar said she would do one this summer
- Grants

IV. Action Items

Respectfully Submitted by Marilynn Huff

- A. Erica Kalkofen- sent a packet to Wheeler she said if you would like a copy give her your email and she will send it to you. EK Kitchen and Designs is her business. She said she is a library lover and knows how important it is to get kids into the library when they are young. She said she wants to get involved, her main interest is to be involved in public relations, marketing and strategic planning.

Knisley made a motion to approve Kalkofen as a foundation member, White seconded the motion and all said "aye" to approve. She is recommended to the GCLD Board.

Kacik said since the GCLD Board has a quorum in attendance, he would entertain a motion to appoint Kalkofen to a 3 year term to the GCLF and it could then be ratified at the next board meeting. Knerr made motion to approve Kalkofen as a foundation member, Miles seconded the motion and all said "aye" to approve. Kalkofen will be on the Development Committee.

Ronda Farrell resigned from the foundation board because of too many responsibilities.

IV. Discussion Items

- A. Budgeting- Miles said she had questions about the assumptions of recruiting money, investment of money but what about disbursements of money, outflow. Wheeler said budgeting and investment of money depends on how much money is raised and what happens with the library district's money. He said they should probably wait to discuss this at the August meeting.
- B. Next 2011 GCLF Board Meeting: November 2, 2011
- Discussion that the foundation member's terms should be on the foundation web site.
 - There was also discussion of branding and having foundation name tags to wear to social events. Wilcox asked what the nametags should have -it was decided to include the foundation logo, member's name and a background color of black with gold lettering.
 - Wheeler suggested having a meeting in August. Knisley said that by then we should have a report from the Investment and the Development Committees. The meeting will be scheduled for Wednesday, August 24, 6 PM.
 - Development Committee- White suggested a meeting for Tuesday, June 14, 6 pm at Admin. She will send out an email to committee members.
 - Lund will talk to Tom Reichert about setting up a Investment Committee meeting
 - There was some discussion of having food for the meetings. Wilcox said about \$75 is spent. It was suggested that we just have coffee and cookies at the meetings.

VI. Adjournment –White commented that she liked the idea of thinking through the mental picture and sharing of a vision. She said it should be done individually and also as a group. Wilcox said it is similar to the concept of building a story and what was done in the presentations to towns and community groups (The Big, Hairy Audacious Goal). White said discussing this as a group could be an important piece. Skinner said it could be discussed at Development Committee meeting. White made a motion to adjourn, Knisley seconded the motion and all said "aye" to adjourn at 8:21 pm.