



WORK SESSION
November 26, 2018
HPLD Administration Building
2650 29th St., Greeley, CO 80631
5:00 p.m.

1.0 OPENING OF MEETING 5:23 p.m.

1.1 ROLL CALL

Guests; Karen Poncelow, Don Smock and Writer-In-Residence Julia McSherry
HPLD Board of Trustees; Chairman Rosalie Martinez (Region 2),
Vice Chair John Damsma (Region 1),
Secretary/Treasurer Bob Grand (At Large),
Trustees Joyce Smock (Region 6) and Ken Poncelow (Region 3)
Dr George Conger (Region 4), was excused
Staff; Dr. Matthew Hortt, Abby Yeagle, Niamh Mercer, Stacey Brown, Natalie Wertz and Kathy Webb

1.2 PUBLIC COMMENT

No Public Comment

2.0 ITEMS FOR INFORMATION

2.1 RECOGNITION

- A. Chairman of Foundation
Board recognizes Rosalie's service to the Foundation. Director Yeagle gifted the Chairman with a gift in appreciation.

- B. Donor Cards
The Foundation Board signed cards for donors at the end of year.

2.2 WRITER IN RESIDENCE WRAP UP

Julia McSherry, the 2019 Foundation Writer-In-Residence presented the Board and guests with a meal, exemplifying the subject matter of her publications. McSherry thanked Director Yeagle and the Board for the opportunities the residency has provided, for the exposure it has provided, and the sense of community created through the experience.

Stacey Brown, a HPLD Librarian, added that she is working to create programs featuring McSherry at Branches throughout the District and would like to see a more publishing opportunities explored, although McSherry has published extensively



online and with area magazines. Articles featuring McSherry have also appeared in the Greeley Tribune. Stacey Brown also thanked her team of other librarians, for their work on the project.

HPLD Chairman Poncelow asked Staff for clarification of the application timeline and commented that he would like to see the program extended to nine (9) months instead of six (6) months.

Chairman Martinez inquired about the 'menu' of workshops available to the branches and stated she would like the program to receive better marketing, so students and Member Libraries can better participate in the available workshops. Martinez asked McSherry about her experience of being a Writer-In-Residence with the District.

McSherry stated in response, the Writer in Residence deadlines were helpful as a writer and was appreciative of the ability to publish while writing.

Librarian Brown stated that given the planning for summer reading underway; the District should consider the viability of marketing farm to table, slow cooking demonstrations/ programs for adults, and specifically to those looking to minimize being wasteful. Brown pointed out that McSherry is still in partnership although the residency is over through contracting.

Vice Chair Damsma lead the conversation with the Board in regard to the expense of publishing for the writers and would like to see the Foundation Board and Staff explore the possibility of helping those in the District residency find publishers and/or offer training on self-publishing.

Vice Chairman Damsma asked Director Yeagle about specifics when the financial support stops from the Foundation; Damsma stated that he feels like the Foundation has the responsibility to publish, not just publicize the residency.

HPLD Board Chair Poncelow added, that he would like to see the development of a Writer in Residence consortium and displays promoting the Writer-In-Residence at all the Branch Libraries.

He went on to suggest that the Foundation continue sponsoring the Writer in Residence for the first 6 months; then transfer to the District budget under CRM for the remainder of the three months, if the program is extended. He suggested that Outreach assist in scheduling the demonstrations and presentations in the future.



Board discussion ensued; direction given to Staff to include the Member Libraries in the selection process and to have them work with programming to bring in Publishers to both promote the Writer-In-Residence program and offer local writers with training and workshops on how to publish their own work.

Secretary/ Treasurer Grand said that publishing and the Writer-In-Residency program is essential to our legacy; important to consider publication piece as the Foundation grows.

Trustee Smock suggested the Foundation consider partnering with local bookstores to promote the Writer- In-Residence for book-signings, events and lectures.

2.3 DIRECTORS REPORT

A. Links for Literacy

Director Yeagle gave a report on Links for Literacy, stating the event was more profitable than expected. Secretary/Treasurer Grand would like to see multiple golf events added.

B. Writer-In-Residence

Director Yeagle stated the residency would open in January 2019 and would take the Board's direction and explore the feasibility of extending until the end of the calendar year for 2019.

C. Colorado Gives Day

Director Yeagle invited Board to participate in the upcoming Colorado Gives Day rally.

D. Ways to Give

Director Yeagle announced the Foundation would be exploring opportunities to have the Foundation benefit from tax credits on future projects for developing an endowment.

E. Foundation Staffing

Yeagle introduced Niamh Mercer, part-time Development Associate, to the Board.

Yeagle also announced that she anticipates having a full-time AmeriCorps VISTA through United Way begin in March 2019.

F. Grants



Yeagle reported the Foundation is currently researching grants to specifically benefit the District's 1000 Books Before Kindergarten program and a multi-lingual roving collection to be housed in Outreach. Yeagle concluded she is still working with Collection Development on how specifically funds being generated from weeding efforts will be collected.

G. Planning for 2019

Director Yeagle stated that she will begin work on a Foundation Strategic Plan with them goal to have completed by the Foundation's second quarter meeting.

HPLD Board Chairman Poncelow reminded the Board of their direction to Director Yeagle to explore the viability of creating a Friends group within the Branches and include the Members, when forming a larger HPLD Friends of the Libraries group benefitting the entire District.

Secretary/Treasurer Grand commented that he would like to see an increase in events in the Strategic Plan; a majority of the Board concurred.

3.0 BOARD COMMENTS

HPLD Board Chair Poncelow suggested a Library Cup or an increase in individual events to create more public interest in the Foundation. He later added that funding isn't as important as the publicity that the District receives; wants the Foundation to make a marked effort recognizing Member Libraries equally. Would like to see more funding given directly to the area member libraries by using partnerships with other local nonprofits, and split proceeds like with Kiwanis / Links for Literacy event.

Foundation Chair Martinez would like the Foundation to meet with Member Library Directors and provide an analysis of activities that are ready taken place and include in the Strategic Plan. Specifically addressing what fundraisers efforts they have found successful.

Secretary/Treasurer Grand questioned the weaving of branches and members and how to be most beneficial; would like to see Staff develop grants that the branch and members can apply for from the Foundation; promoting a more positive response in the communities.

HPLD Board Vice-Chair Heberlee commented that she personally would like to see a Library Golf Cup and the consideration of a reverse raffle with a limited ticket number to benefit the Foundation.


4.0 ADJOURNMENT 6:10 pm

There being no further business before this Board



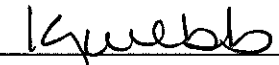
MOTION: Trustee Smock
SECOND: Vice Chair Damsma
VOTE: Unanimously approved; 6:0

Approved this 11th Day of February 11, 2019



HPLD Foundation Secretary/ Treasurer
Bob Grand

2/11/19



Recording Secretary
Kathy Webb