



## **HPLD FOUNDATION**

### **WORK SESSION**

**June 17, 2019**

**Nantes Public Library**

**703 Birch Street, Gilcrest, CO 80623**

**3:00 PM**

#### **1.0 OPENING OF MEETING**

##### **1.1 Meeting called to order at 3:10PM**

Present: Chair John Damsma, Vice Chair Gerri Holton, Secretary/Treasurer Bob Grand, Director Joyce Smock, Director Mary Roberts, Director Alan Lott  
Staff: Foundation Director Abby Yeagle, Executive Director Matthew Hорт, Development Associate Niamh Mercer, Executive Assistant Kathy Webb

##### **1.2 Pledge of Allegiance**

##### **1.3 Approval of Agenda (Action)**

Foundation Director Yeagle suggested adding Nomination Committee Meeting to Section 2.3.

Motion: Secretary/Treasurer Grand moved to approve the agenda with the addition of Nomination Committee Meeting to Section 2.3.

Second: Vice Chair Holton

Vote: Unanimously approved, 6:0

##### **1.4 Approval of Minutes (Action)**

A. 4/15/19 Regular Session

B. 5/24/19 Special Session

Motion: Secretary/Treasurer Grand moved to approve both the 4/15/19 Regular Session and 5/24/19 Special Session minutes.

Second: Director Lott

Vote: Unanimously approved, 6:0

##### **1.5 Public Comment**

No public comment.

#### **2.0 ITEMS FOR ACTION / INFORMATION**

##### **2.1 Event Update**

Foundation Director Yeagle informed the Board that Links for Literacy sponsor solicitation is underway. Ten have confirmed their support, with one doubling their sponsorship. The tournament will be held at Eaton Country Club on September 13 from 7:00AM-1:00PM. Yeagle invited the Board to attend the event. The Meet the Resident Event at WeldWerks Brewing Company on May 24 was successful.

WeldWerks donated \$350, \$1 per draft sale, to the Writer in Residence program.

Current and past residents attended the event and worked with staff to promote the program. Representatives from United Way and the Community Foundation Serving Greeley and Weld County have made positive remarks regarding the event.

Foundation Director Yeagle informed the Board of several upcoming Foundation events including: the Greeley Arts Picnic July 27-28, Barnes and Noble Book Sale

Fundraiser with Jaydine Rendall August 3, and the Signature Author Event Fundraiser in collaboration with the Community Grief Center on November 10. Director Smock requested a schedule of events to be sent to the Board after the meeting.

- 2.2 Colorado Nonprofit Association Essentials in Governance Excellence**  
Foundation Director Yeagle informed the Board of the opportunity to attend the Colorado Nonprofit Association Essentials in Governance Excellence training on June 25 in Denver, from 9:00AM-12:00PM. Yeagle noted that each Board member must confirm their attendance by end of business day June 19. Chair Damsma asked if the Colorado Nonprofit Association limits the number of individuals that may attend from a single organization. Foundation Director Yeagle will confirm the organization limit with the Colorado Nonprofit Association.

- 2.3 Set Q3 Committee Meetings**
- A. Strategic Planning  
After consideration, the Committee chose to meet at 10:00AM on July 9 at DSS.
  - B. Bylaws and Policy Proposed same dates.  
After consideration, the Committee chose to meet at 1:00PM on July 10 at DSS.
  - C. Finance Confirmation  
Committee members confirmed that they would meet at 3:00PM on August 19 at Riverside Library and Cultural Center.
  - D. Nomination  
After consideration, the Committee chose to meet on at 2:00PM on July 10 at DSS.

### **3.0 STRATEGIC PLAN OVERVIEW**

Foundation Director Yeagle stated that the Strategic Plan Task Force would meet on July 9 to advance upon today's discussion. Afterwards, Yeagle will create a draft of the Foundation Strategic Plan to be presented at the Foundation Board of Director's Third Quarter Meeting. Upon approval, the plan will be reviewed by the Board of Directors quarterly.

Foundation Director Yeagle asked if the Board had reviewed the data. The Board felt that it was a good collection of data, with a wide perspective. Chair Damsma noted that many community members do not know about the Foundation.

Director Roberts asked Foundation Director Yeagle if the Foundation was the PR Department. Foundation Director Yeagle informed the Board that CRM is the District's PR department. Secretary/Treasurer Grand Bob noted that PR should be included in the District restructure and Foundation strategic plan.

#### **SWOT**

Foundation Director Yeagle began a Foundation SWOT analysis with the Board.

The Board noted several strengths: good direction, great staff, affiliation/relationship with the District, programs, new facilities, current facilities, and 1,000 Books Before Kindergarten.

The Board felt that weaknesses included: not reaching underserved audiences, leadership definition, staffing (as we grow), liquidity of the District (why support?), lack of distinction from the District, lack of a reasonable ask, District identity, lack of diversity in donor base (need tiered giving that enables more to give), and lack of a publicity.

The Board identified several opportunities: staff buy in, campaign with a clear goal (sellable), corporate support (oil, gas, ag, space), more flexibility than the District, community building, Friends

(every library), and a District wide volunteer program.

The Board identified threats including: other sources of information, misunderstanding of the value of libraries, changing perceptions, community participation, possible loss of oil and gas revenue, awareness/visibility, competition with other nonprofits, rising property taxes, and community interest.

The Board discussed staff needs and determined that the addition of the VISTA should be adequate for the Foundation's current needs.

Director Roberts suggested a focus on capital funding and shared that the AIMS Community Foundation raised \$4 million for a new facility. Secretary/Treasurer Grand noted that the AIMS system has a strong presence in Greeley and Loveland, therefore a Greeley-Centric "our college" perspective. Because of this, the AIMS Community Foundation had a greater opportunity for naming rights. Directors Lott and Roberts agreed that the Foundation is suited for capital campaigns and stated that operations are difficult to fund.

Secretary/Treasurer Grand would like the Foundation to pursue agriculture and space programs, in addition to oil and gas. Chair Damsma asked Secretary/Treasurer Grand if and how many space programs are in Weld County. Secretary/Treasurer Grand stated that space clubs are in Northern Colorado, Larimer, and Boulder. Executive Assistant Webb said that Ball Aerospace owns property in Weld County. Chair Damsma noted that in several years oil and gas revenue would eventually decrease. Secretary/Treasurer Grand disagreed and informed the Board that he met with the State Treasurer and feels that the state will see an increase in oil and gas revenue. A recent study states that oil production has increased due to significantly productive oil wells. Member libraries could see a 5-15% increase in revenue, while Branch libraries could see a 5-7% increase.

Chair Damsma asked if rising property taxes are a challenge and if the Foundation's identity is self-sustaining. Secretary/Treasurer Grand and Director Lott said that the Foundation should not be self-sustaining. Chair Damsma stated that the District will always need to pay Foundation salaries.

Director Roberts redirected the Board to challenges. Roberts asked the Board to consider how not having a Foundation would affect the District. Roberts noted that there is a lot of "high paid brain power" here and reminded the board of the recent resignation. The Board discussed the recent resignation. Foundation Director Yeagle informed the Board that she reached out to the former board member and will report back to the Board when she has updates.

Secretary/Treasurer Grand stated that he would like to see a Friends group at each library. Director Roberts would like the Foundation to focus on Friends of the Library with a Volunteer Coordinator, eventually leading to a rich volunteer program. Roberts noted that it is difficult to get the community to donate to the HPLD Foundation and serve on the Foundation Board of Directors. Roberts noted that difficulty doesn't mean that it shouldn't be done, but would like to consider another scenario that fits with the HPLD strategic plan and objectives. Roberts noted that a challenge is questioning if the District should even have a Foundation. Roberts stated that the Foundation has funds and therefore shouldn't be dismantled but put on the "back burner".

Secretary/Treasurer Grand stated that we must do both. Grand noted that the Foundation is currently in transition and that dismantling it would cause it to lose momentum and impact its ability to serve the community. Director Roberts stated that she does not know how the Foundation effects the strategic plan and questioned if every entity needs a Foundation with an endowment. Secretary/Treasurer Grand reaffirmed the importance of a strategic plan and stated that we must define what the Foundation is. Director Roberts recommended placing the Foundation on hiatus until the strategic plan is in place to which Secretary/Treasurer Grand disagreed.

Chair Damsma noted that the Foundation is organized as a 501c3. Damsma also directed the Board's attention to the 2014-2016 strategic plan and to the fact that the purpose of today's meeting was to create a new plan. Foundation Director Yeagle asked to transition towards a discussion about the Foundation's mission. Chair Damsma directed the Board to keep this conversation in mind and move onto a discussion regarding mission.

### **Mission**

Foundation Director Yeagle read the current Foundation mission statement and purpose as written in the organization's Article of Incorporation and prompted the Board to consider why the Foundation exists.

The Board discussed the District's financial health before the oil and gas boom. They noted that the District struggled financially and was forced to take loans to build new locations. Though Chair Damsma felt that the Foundation relieved some of the financial strain during this period, Secretary/Treasurer Grand stated that the Foundation was Greeley centric and did not have a sizable income.

The Board considered the Foundation's mission and discussed why the Foundation exists. The Board would like the Foundation to continue to further the mission of HPLD, sustain and create library programs, serve the underserved, inspire, guard and support libraries.

Foundation Director Yeagle asked the Board what the ultimate outcome of the Foundation is. Chair Damsma stated that the Foundation should function at a grassroots level. It should share the District's personality with the community. He noted that the current Foundation does not support the District's evolution and that the Foundation should be the action arm of the District. Secretary/Treasurer Grand disagreed with Chair Damsma and noted that if the Foundation were the action arm there would be no clear distinction between the Foundation and District. Chair Damsma continued to say that the Foundation needs to be more involved, integrated and take initiative.

Director Roberts asked if the District could accept a funds without the Foundation. Foundation Director Yeagle noted that the Foundation's 501c3 status allows the District to accept an array of funding that would be otherwise unavailable. Director Roberts stated that the Board should keep the Foundation with some of the focus discussed during the meeting and begin to build a volunteer and Friends group. Roberts noted that the Foundation should manage the Friends and volunteers because library staff cannot manage them. Secretary/Treasurer Grand agreed that library staff do not have the time to manage volunteers. Executive Director Hortt noted that a strong volunteer base leads to lifelong volunteers who engage in planned giving.

Foundation Director Yeagle stated that the Foundation should not only increase funding but, should increase awareness, advocacy and love of libraries. Vice Chair Holton would like the Foundation to highlight the intersection between everyday and library life.

Vice Chair Holton stated that the Foundation should attend community events and cultivate relationships. Secretary/Treasurer Grand said that the District needs to determine who will go to community events, on a Branch, Foundation and staff level. Grand continued to say that the Board needs to determine who the Foundation is and what we do. Grand added that it is unfair for staff to not know what is going on and where they should be.

Foundation Director Yeagle asked if the Board had drafted a mission statement. Chair Damsma read the mission as stated in 2014-16 strategic plan. Damsma would like to include cultivating information inspiration and entertainment through engagement in the new mission. The Board agreed that the Foundation's mission is to support the District and that the District and Foundation currently have the same mission. Foundation Director Yeagle asked to table the mission conversation and move

onto Funding Priorities.

**Funding Priorities**

Foundation Director Yeagle directed the Board's attention to the list of possible funding priorities and asked what they viewed as top strategic focuses.

The Board identified several potential funding priorities: early literacy, serving underserved and disadvantaged communities, literacy, the Downtown Greeley Library, collaborating with local community organizations.

Director Roberts suggested that the Foundation could continue to exist, and a committee could meet to distribute funds to collaborative community organizations. The Board discussed various funding sources and potential community partners.

Foundation Director Yeagle informed the Board that she will summarize the meeting's notes and present them to the Strategic Plan Task Force. After the Task Force's meeting, Yeagle will create a draft of the Strategic Plan to present during the Third Quarter Meeting.

**4.0 BOARD COMMENTS**

Director Lott stated that the Foundation's purpose is not to raise money to support the library. It is unrealistic to raise a multi-million dollar endowment. Boots on the ground will make an impact based on community-ased needs.

Secretary/Treasurer Grand asked if the Board really needs a monthly financial report from the Foundation. It could be quarterly.

Vice Chair Holton agreed with Director Lott, the Foundation should be about impact not money. Holton stated that it is a good time to be a library.

Director Smock appreciated the format of the meeting and looks forward to having a specific of what the Foundation does.

Director Roberts stated that it is helpful to get "all of the cards on the table", as it helped the Board get down to the basics. Roberts appreciated the staff work that went into the meeting and the amount of Board participation.

Chair Damsma noted that the Board had a thorough discussion about the Foundation's "why" and purpose. Damsma noted that it was a difficult conversation and applauded both the Board and staff's professionalism.

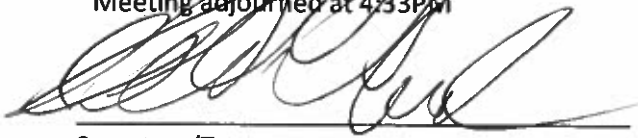
**5.0 ADJOURNMENT**

Motion: Vice Chair Holton

Second: Director Smock

Vote: Unanimously approved, 6:0

Meeting adjourned at 4:33PM



Secretary/Treasurer



Recording Secretary

9/15/19  
Date

9/15/19  
Date