



**HPLD FOUNDATION
REGULAR SESSION
February 10th, 2020
Farr Regional Library
1939 61st Ave Greeley, CO 80634
3:30 PM**

1.0 OPENING OF MEETING

Meeting Called to Order at 3:34PM

1.1 Roll Call

Present: John Damsma, Gerri Holton, Joyce Smock, Mary Roberts (arrived at 4:18PM),
Andrea Kaumann, Mark Moody

Absent: Lindsay Porter, Caleb Jackson

Staff: Abby Yeagle Foundation Director, Matthew Hорт Executive Director, Natalie
Wertz Finance Manager, Niamh Mercer Development Associate

Public: Laura Brashear, Kenneth Poncelow

1.2 Pledge of Allegiance

1.3 Approval of Agenda (Action)

Motion: Director Smock moved to approve the agenda as presented.

Second: Vice Chair Holton

Vote: Unanimously approved 5;0

1.4 Approval of Minutes (Action)

A. November 4, 2019 Executive Session

B. November 4, 2019 Regular Session

Motion: Director Holton moved to approve the November 4, 2019 Executive Session and
Regular Session minutes as presented.

Second: Director Moody

Discussion: Director Smock asked Finance Manager Wertz to review item 2.6 of the
November 4, 2019 Regular Session agenda. Wertz reviewed the previous discussion
dictated in the minutes.

Vote: Unanimously approved 5;0

1.5 Public Comment

No public comment.

2.0 ITEMS FOR ACTION / INFORMATION

2.1 2019 Writer in Residence Report

Foundation Director Yeagle informed the Board that the 2020 application opened on
January 6 and will close on March 9. 2019 Writer in Residence Laura Brashear thanked
the Board for the opportunity to serve as the Foundation's Writer in Residence.

Brashear was the first resident to experience the nine-month extension. During her
residency Brashear worked on her novel *Moving Beyond Hallways*. Brashear recently



rewrote sections of the novel from her point of view to share her story with other caretakers, as well as families moving through grief. Brashear implemented a Teen Journaling program at Fort Lupton School and Library to help teens journal through their emotions, and a series of NaNoWriMo (National Novel Writing Month) write-ins at Carbon Valley Regional Library. Brashear has begun to work on a query for her novel and hopes to contact publisher soon. Brashear noted that she enjoyed working with HPLD and the Foundation, especially on her programming and the Signature Author Fundraiser.

Chair Damsma asked if Brashear would share a draft of the novel when possible. Brashear noted that she is open to sharing a beta version of her novel with the Foundation.

Director Smock asked if Brashear had any advice for the next resident. Brashear shared that the best laid plans never work out how you expect.

The Board thanked Brashear for her service and asked to receive links to her website and social media accounts.

2.2 Introduction of New Board Members

Due to weather, the February 4, 2019 onboarding was rescheduled. Foundation Director Yeagle will conduct one on one sessions with each new member, dates to be determined. Present, new Board members Andrea Kaumann and Mark Moody introduced themselves to the Board. Both thanked the Board for the opportunity to serve their community.

2.3 Election of Officers (Action)

Motion: Vice Chair Holton moved to re-elect John Damsma as Chair.

Second: Director Kaumann

Vote: Unanimously approved 5;0

Motion: Director Moody moved to re-elect Gerri Holton as Vice Chair.

Second: Director Kaumann

Vote: Unanimously approved 5;0

Motion: Director Kaumann moved to elect Joyce Smock as Secretary/Treasurer

Second: Director Moody

Vote: Unanimously approved 5;0

2.4 Selection of Committees (Action)

Finance: Secretary/Treasurer Smock, additional members to be determined.

Nomination/Selection: Chair Damsma, Secretary/Treasurer Smock

Bylaws and Policy: Director Moody, Chair Damsma, additional members to be determined.

Fundraising Committee: Vice Chair Holton, additional members to be determined.

Friends Task Force: Director Kaumann, additional members to be determined.

Motion: Director Kaumann moved to accept the committee members with additional members to be determined.



Second: Director Holton

Vote: Unanimously approved 5;0

2.5 2020 Meeting Schedule (Action)

Motion: Secretary/Treasurer Smock moved to accept the 2020 Meeting Schedule as presented.

Second: Vice Chair Holton

Vote: Unanimously approved 5;0

2.6 Distribution of Funds to District (Action)

Foundation Director Yeagle reviewed that previous Boards had determined that staff should not solicit the Board for funding as they felt that the District had enough funding for all projects. Because of this, the Foundation is unable to distribute Board designated funds to the District. Yeagle asked that the Board create a process to determine how Board designated funds would be distributed to the District.

Finance Manager Wertz noted that \$10,000 could be distributed at this time.

Foundation Director Yeagle suggested that the Finance committee could meet to discuss the issue.

Chair Damsma asked that the Finance Committee meet to discuss the Distribution of Foundation Funds to the District and report back at the next meeting.

3.0 FINANCE REPORT – Natalie Wertz, Finance Manager

Director Roberts arrived at 4:18PM.

Finance Manager Wertz reviewed the Foundation's 2019 and current finances. Wertz noted that significant portions of the Foundation's income are from events like the Signature Author Series Fundraiser, Links for Literacy and Colorado Gives Day.

Chair Damsma asked Finance Manager Wertz to explain the Foundation's earnings on investments to the Board's new members. Wertz explained that the Foundation's investments are in a variety of mutual funds and that as a 501(c)3, the Foundation is less restricted in its investments compared to the District. Stifel Investment Services manages the portfolio. Stifel meets with Wertz and the Finance committee to suggest changes, the committee recommends changes to the Board.

Chair Damsma asked the Finance committee to review the Foundation's investments at their next meeting.

Chair Damsma asked Director Roberts to join the Finance committee, Director Roberts agreed.

4.0 FOUNDATION DIRECTOR'S REPORT – Abby Yeagle, Foundation Director

4.1 2019 Overview

Foundation Director Yeagle directed the Board to the 2019 Foundation Summary, and 2019 Foundation Photo Review. Yeagle noted that the financials are unaudited, and that the Board would receive audited financials in the second quarter.

4.2 2020 Calendar



Foundation Director Yeagle reviewed the 2020 calendar. The Foundation will focus on the creation of a Friends group, awareness and the Innovation Center capital campaign.

The Board asked for an acronym guide.

4.3 Friends Update

Foundation Director Yeagle reviewed the Friends survey. Some of the most popular potential benefits included book sale benefits, Signature Author Series benefits, and a behind the scenes tour of libraries. Yeagle will use this survey and work with District staff to shape membership levels. Yeagle reviewed the Friends goal planning sheet which outlines the Friends process. Foundation staff will complete a volunteer management training with Spark the Change Colorado and external interviews with other libraries with Friends and volunteer groups.

4.4 Foundation Rebrand

Foundation Director Yeagle shared mock-ups of potential, new Foundation logos. Yeagle noted that they are intentionally similar, but distinct from the District's logo and marketing. Chair Damsma asked Director Kaumann to meet with staff to discuss the Foundation rebrand and Friends membership levels.

The Board agreed that they liked the direction of the third logo option. Foundation Director Yeagle noted that she would provide additional samples at the next meeting.

5.0 BOARD COMMENTS

Director Moody shared that he looks forward to serving on the Board. Moody also noted that he would like the District to consider accepting AIMS student IDs across the District. Moody stated that the Friends and volunteers should collaborate with AIMS.

Director Kaumann shared an excerpt from a magazine (cake pans for check-out at libraries) that highlighted the change in public perception of what libraries offer to the public. Encouraged the Board to think beyond books.

Director Roberts thanked the Board for a well-run meeting and the staff for their work.

Secretary/Treasurer Smock noted the wealth of information in the Board packet and welcomed the new members to the Board.

Vice Chair Holton also noted that the Board packet was detailed and thorough.

Chair Damsma welcomed the new members, encouraged teamwork and new opinions and noted that this is an exciting time for the new Board members.


6.0 ADJOURNMENT


Motion: Director Roberts

Second: Director Moody


Vote: Unanimously passed 6;0

Meeting Adjourned at 4:51PM


Secretary/Treasurer


Date


Recording Secretary


Date