



High Plains Library District Foundation

Board of Directors

Work Session

February 28th, 2022

District Support Services

2650 W. 29th, St., Greeley, CO 80631

3:00pm

This meeting will also be streamed virtually via GoToMeeting:

<https://www.gotomeet.me/NiamhMercer/hpld-foundation-board-of-directors-meeting>

1. OPENING OF MEETING

- 1.1. Roll Call and Pledge of Allegiance
- 1.2. Board Icebreaker

2. FOUNDATION ORIENTATION Niamh Mercer Foundation Director

- 2.1. Foundation Overview
 - 2.1.1. History
 - 2.1.2. Mission
 - 2.1.3. Funding Priorities
 - 2.1.4. What We Do
- 2.2. HPLD Overview, Matthew Hrott HPLD Executive Director
- 2.3. HPLD Community Relations and Marketing (CRM) Overview, James Melena HPLD CRM Manager
- 2.4. Foundation Board of Directors
 - 2.4.1. CO SOS Obligations
 - 2.4.2. Legal Duties
 - 2.4.3. Roles and Responsibilities
- 2.5. 2019-2024 Strategic Plan

3. BOARD COMMENTS



Foundation Board of
Directors Work Session

Foundation Overview

Niamh Mercer
Foundation Director





History

- Established in 2000 as a 501(c)3 organization
- To diversify and create sustainable funding streams for the District in order to relieve dependency on tax revenue and to ensure high quality library programs and services are available for future generations
- For the purpose of “providing aid and support, including financial contributions, to the Weld Library District* and the public library operated by or affiliated with the Weld Library District**”

*Now HPLD



Mission

- Our mission is to ***build a community of library lovers*** through increased collaboration, philanthropy, volunteer engagement, awareness and advocacy for the libraries of the High Plains Library District.



Funding Priorities

- Funding Priorities
 - Downtown Greeley Library and Innovation Center
 - Capital growth District-wide
 - Programs supporting education and literacy among underserved populations (identified in collaboration with HPLD MOVE)
 - Writer in Residence and the literary arts
 - High-impact District-wide programs (Signature Author Series, Summer Reading Adventure, Teen Tour, etc.)
- The Foundation solicits financial support for the District through grants, sponsorships, events, and individual donations.



What do we do?

- Solicit funding on behalf of the District in the form of grants, private donations, corporate support, special events, and investment earnings
- Disperse funds to the District based on Spending Policy
- Support District programs, services and events
- Manage Writer in Residence application and selection process and work with resident to on fundraising events, newsletter articles.



HPLD Overview

Dr. Matthew Hortt
HPLD Executive Director

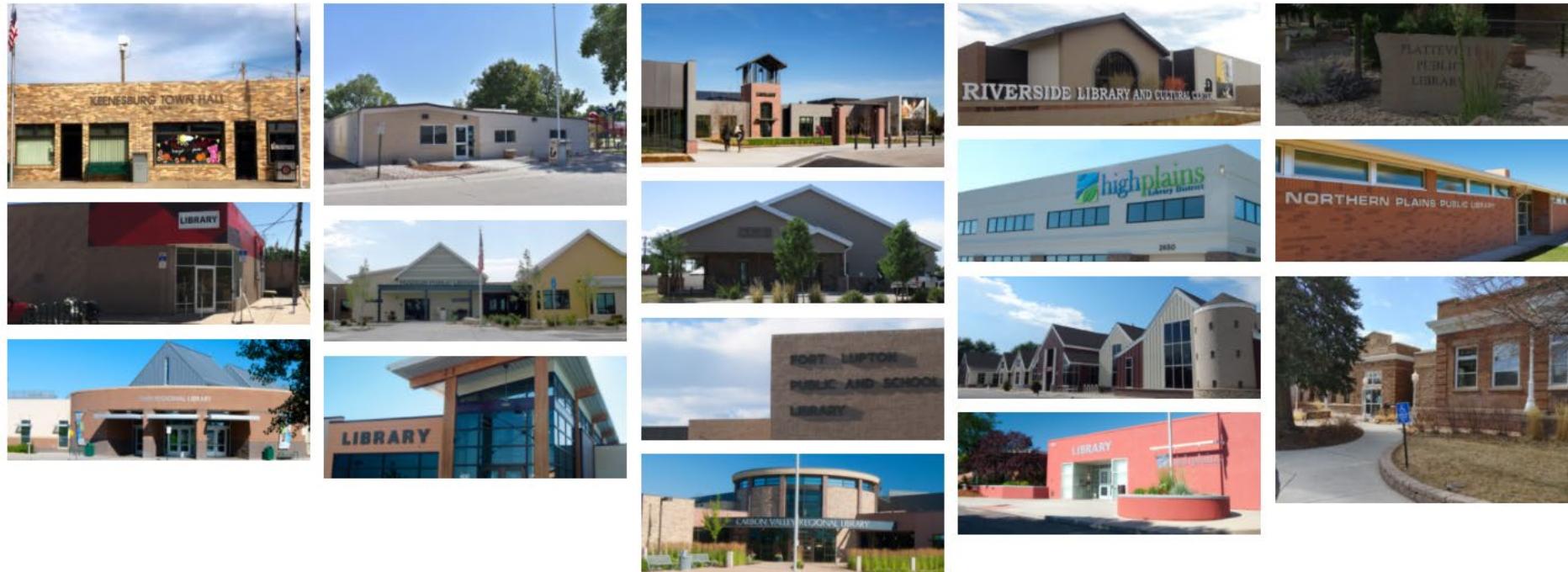


HPLD Overview



HPLD

- Special Taxing District
- Established in 1985



**7 Branch Libraries
1 Admin Building
9 Member libraries**



Teresa Curtis

Region 1
Erie, Frederick, Firestone
Term Expires 12/2024



Genri Holton

Region 2
Fort Lupton, Hudson,
Keenesburg, LaSalle
Signed Ethics Policy
Signed Oath of Office
Term Expires 12/2022



Kenneth Poncelow

Region 3
Berthoud, Johnstown, Mead,
Milliken, Platteville
Signed Ethics Policy
Signed Oath of Office
Term Expires 12/2023



Mary Roberts

Region 4
Greeley, Evans, Gorden City
Signed Ethics Policy
Signed Oath of Office
Term Expires 12/2022



Mary Heberlee

Region 5
Ault, Eaton, Nunn, Pierce
Signed Ethics Policy
Signed Oath of Office
Term Expires 12/2024



Joyce Smock

Region 6
New Raymer, Kersey, Grover
Signed Ethics Policy
Signed Oath of Office
Term Expires 12/2025



Jana Caldwell

At-Large
Signed Ethics Policy
Signed Oath of Office
Term Expires 12/2023

HPLD Board of Trustees

The HPLD Board of Trustees is appointed through a selection committee. This committee is convened by the Board Vice President. In addition to the Board Vice President, members of the selection committee include:

One (1) additional HPLD Board of Trustee Member as selected by the Board President

One (1) representative from each of the seven Governmental Agencies that originally formed the Library District (Eaton, Board of County Commissioners, Ault, Hudson, Greeley, Fort Lupton and Fort Lupton School District RE-8).

Final approval of the selected member is based on the support shown by the District government agencies.

Our Mission

Helping build Community

Our Vision

*High Plains Library District gives access to
answers to every question.*



Questions

HPLD Community Relations and Marketing Overview

James Melena
HPLD CRM Manager



Foundation Board of Directors



- "The Board of Directors shall consist of not less than seven (7) nor more than nine (9) members. Five (5) or more members will comprise a majority of the corporation's Board of Directors. A minimum of two (2) shall be current members of the High Plains Library District (hereinafter referred to "HPLD") Board of Trustees and the remaining Directors shall be appointed from the community at large. All members of the Board of Directors must reside within High Plains Library District Boundaries. The term of the initial Board of Directors may be varied somewhat to achieve the membership goal of that Board, in terms of numbers."
- Trustee terms same as with District, others 3 years
- Officers: Chair, Vice Chair, Secretary / Treasurer
- Committees appointed by Board as necessary
- Chair ex-officio member of all committees

Obligations

Detailed by the Colorado Secretary of State (COSOS)



- The Board is responsible for governing the organization within the constraints of the law and the governing documents.
- The Board may delegate daily management decisions to an executive team, but it must actively oversee that team and set organizational policies to ensure that the organization remains true to its mission and operates with integrity.
- The Board is also responsible for protecting the organization's charitable assets.
- The Board should manage the nonprofit's officers and ensure that the organization operates in furtherance of its charitable and tax-exempt purposes.

Legal Duties

- Duty of Care
 - Board members exercise reasonable care when they make a decision. Board members must act as an ordinarily prudent person would in a like position under similar circumstances.
- Duty of Loyalty
 - Board members act in good faith and put the interests of the organization first. Board members must never use information obtained as a member for personal gain and must act only in the best interests of the organization.
- Duty of Obedience
 - Board members operate within the laws that governed the organization's formation and status and in accordance with its bylaws and mission. Board members must obey Federal and State laws as well as internal regulations.

Roles and Responsibilities



- The Foundation Board is legally and ethically responsible for all activities of the Foundation. The members of the Foundation Board are responsible for the following areas:
 - Policy Administration / Leadership
 - Finance
 - Fundraising
 - Public and Community Relations

Policy Administration



- Ensure legal requirements for conducting business are met
- Adopt, amend, and operate within the bylaws
- Formulate policies to ensure the organization fulfills its mission and complies with law and best practices
- Determine and review organization's mission, vision, and purpose
- Develop strategic plans for future direction
- Staff: advise the Board, ensure implementation of board policies, make recommendations to Board, prepare documents for Board meetings

Financial Management



- Ensure financial stability and solvency
- Review and approve annual financial documents: budget, audit, IRS Form 990, financial statements, etc.
- Develop and approve financial policies (investment, spending)
- Review statements quarterly, understand uses and sources of funding
- Manage and maintain investments for the Foundation
- Staff: work with Board to develop annual financial documents, provide regular financial statements to Board, ensure implementation of financial policies, oversee daily financial transactions, provide explanations of financial variances

Fundraising

- Ensures sufficient funds are available for the Foundation to fulfill its mission and meet its objectives
- Make a “personally significant” gift annually
- Offer support personally and through community contacts
- Understand fundraising programs and strategies
- Support fundraising activities (attend events, volunteer, etc)
- Identify potential donors and sponsors and help cultivate relations
- Staff: develop fundraising plans and strategies, evaluate fundraising opportunities, communicate with donors and grantors, ensure proper donor acknowledgement, thank donors and partners

Public Relations



- Ensure image in the community
- Understand and communicate the mission and purpose of the Foundation
- Serve as an ambassador for the Foundation and District
- Participate in public relations opportunities within the libraries and the community
- Provide guidance for annual report development
- Staff: serve as public face of organization, inform board of opportunities to participate in community and revenue-producing activities, develop communication pieces, plan marketing efforts



Next Steps

- Check out HPLD's programming
<https://mylibrary.evanced.info/signup>
- Rebrand to HPLD Friends & Foundation and launch Friends program on April 4th, 2022
- LINC Capital Campaign May 2022

Conclusion



- Questions?
 - nmercer@highplains.us
 - 970-506-8592 (office)
 - (970) 415-0092 (cell)



highplains
Library District
FOUNDATION

2019 – 2024
STRATEGIC PLAN

Mission

The mission of the High Plains Library District Foundation is to build a community of library lovers through increased collaboration, philanthropy, volunteer engagement, awareness and advocacy for the libraries for the High Plains Library District.

Funding Priorities

- Downtown Greeley Library and Innovation Center
- Capital growth District-wide
- Programs supporting education and literacy among underserved populations (identified in collaboration with HPLD Outreach)
- Writer in Residence and the literary arts
- High-impact District-wide programs (Signature Author Series, Summer Reading Adventure, Teen Tour, etc)

Strategic Focus Areas

- Volunteer Engagement
- Awareness
- Philanthropy
- Capital Campaigns
- Community Engagement
- Program Support
- Internal Leadership

Volunteer Engagement

Develop a District-wide volunteer program to serve as the basis of a Friends group

Tactics

- Assess current volunteer assets and needs across the District
- Research different structures for Foundations and Friends
- Design volunteer policy, including positions, application process, etc
- Hire Volunteer Coordinator
- Begin District-wide implementation of volunteer engagement strategy
- Train District staff on how to utilize and work with volunteers
- Identify volunteer leadership as potential Friends, start Friends interest meetings
- Connect volunteers across the District through appreciation and training events

Awareness

Raise awareness of and advocate for the Foundation, the District, and the importance of libraries

Tactics

- Develop a presence in communities across the District, focusing on strategic locations
- Add annual gala in partnership with Erie library to annual event calendar
- Focus on smaller promotional events (festivals, pubs, restaurants, coffee houses, etc)
- Rebrand the Foundation to create a distinct but complimentary identity from the District
- Implement social media strategy and digital marketing plan
- Work with District to create coordinated marketing plan consistent with District branding
- Launch *I Love My Library* campaign, highlighting the extensive impact libraries have on our communities

Philanthropy

Prepare the Foundation to move towards major and planned giving by developing a broad, enduring base of supporters

Tactics

- Create a clear and compelling case for support
- Implement donor stewardship plan and moves management strategy
- Increase donor communication and outcome-oriented reporting through quarterly newsletter
- Add quarterly donor newsletter, highlighting stories of impact
- Build community trust through accountability by pursuing the GuideStar Platinum Seal of Transparency and the Colorado Nonprofit Excellence in Principles & Practices Recognition
- Focus on donor acquisition by growing current events calendar, adding additional annual events outside of Greeley

Capital Campaigns

Support the development of a Downtown Greeley library and Innovation Center to benefit all of Weld County

Tactics

- Lead Foundation and District leadership in multi-million dollar capital campaign
- Develop a comprehensive case for support and outcome statement for capital campaigns
- Assess feasibility of campaign, assessing current donor base and testing case for support
- Acquire tax credits for the project, including Enterprise Zone Contribution Project status and Child Care Tax Credit
- Engage community partners in support of the campaign
- Create capital campaign menu, highlighting projects across the District and areas for involvement

Community Engagement

Cultivate relationships with non-profit partners, corporate sponsors, funders, and community stakeholders

Tactics

- Develop annual sponsorship opportunities and media kit
- Prospect corporate sponsors, focusing on oil and gas, agriculture, and tech industries
- Support Weld County non-profits and further philanthropy county-wide through partnership with the Weld Gives Collaborative
- Build connections with Weld County organizations that support education and literacy
- Continue partnering with Weld County nonprofits on programs and events

Program Support

Continue to expand Foundation programs and Foundation-supported District programs

Tactics

- Add publishing component to the Writer in Residence program
- Continue to support past residents through consortium, promotion, programming menu, and publishing support
- Explore options to engage diverse populations through the residency and share the wide array of stories in our community
- Secure funds for multi-lingual nursery rhyme books and storytimes
- Identify additional District programs for Foundation support as needed

Internal Leadership

Prepare staff and the board to lead the Foundation towards strategic goals

Tactics

- Recruit new Foundation board members
- Offer board trainings and retreats to position the directors as Foundation ambassadors
- Revive the Foundation's staff liaison program
- Engage District staff in Foundation programs and events
- Establish Foundation presence in the branch libraries
- Develop District-wide procedures for grants management and donation tracking
- Support staff in smaller solicitations and grants, developing an internal understanding of funding processes and empowering them to fundraise
- Consult member libraries on fundraising efforts including grants, campaigns, unique / sizeable gifts, and the use of the Foundation's 501c3 status