



**GRAND COUNTY LIBRARY FOUNDATION
BOARD MEETING
6:00 PM, Wednesday, September 21, 2011
Grand County Library District
Administration Office**

Attendance: Mary Anne Wilcox, Stephanie Ralph, Dave Skinner, Erica Kalkofen, John Kacik, Jim Jameson, Lorie Wheeler, Rosemary Knerr, Jill Miles, Roxane White, Steve Radcliff, Dede Fay, Frank DeLay, Laura Hagar, Mark Lund, Jan Knisley

Minutes: Stephanie Ralph

I. Roll Call

Lorie Wheeler, Foundation President
Stephanie Ralph, GCLD Public Services Coordinator
John Kacik, GCLD Board President
Steve Radcliffe, Board Member
Dave Skinner, Board Member
Rosemary Knerr, GCLD Secretary
Jill Miles, GCLD & GCLF Treasurer
Roxane White, GCLD Trustee & Chair of the Development Committee
Jan Knisley, Board Member
Laura Hagar, Board Member
Mary Anne Hanson-Wilcox, Grand County Library District Director
Mark Lund, Board Member & Chair of the Investment Committee
Frank Delay, Board Member
Jim Jameson, Board Member
Erica Kalkofen, Board Member
Dede Fay, GCLD Trustee

II. Reports

A. Executive Director, GCLD, Mary Anne Wilcox

- In January 2011, in anticipation of the reduction in property taxes, the Library District was directed by the Board to reduce 2011 budgeted expenditures by 10%. To accomplish this reduction in expenditures staff initiated a restructuring of the District. GCLD library open hours and staff were reduced and operations were centralized to create greater efficiencies. GCLD staff has done an admirable job in supporting the change. As a result of careful spending, GCLD will have saved nearly an additional \$300,000 by years end. At a recent Special Districts Association (SDA) conference, Pat Berger (GCLD Financial Director) was advised that an economic upturn may not be forthcoming for 5-10 years. Consequently, the Library Board is currently considering the creation of an Economic Stabilization Fund. GCLD is confident it can maintain the current levels of staffing and hours for the next year or two. The Library Branches remain busy, although there has been some slowdown in four of the branches. The Kremmling

branch continues to see increased customer visits and circulation. The drop in figures is thought to be due to an overall loss in population counts throughout Grand County. The popular library programs continue and GCLD has added the Prospector database to library services. Prospector enables GCLD customers to access and request 30 million more titles from public and academic libraries across Colorado. The District wish list for donors was presented. It will be posted on the GCLD webpage. The Foundation was asked if they wished to post the wish list on their webpage. The District is proposing creating small business centers in all the branches. Questions were asked on whether this would negatively impact local businesses. Mary Anne responded that unlike local businesses, the GCLD business centers will be self-serve and therefore not in direct competition. Those using the business centers are unlikely to afford having the work done for them. The business centers would encourage entrepreneurs. GCLD has received a LSTA/BOCES grant of \$16,000 to provide eight iPads and eight iPods and additional eBooks through Overdrive Advantage.

B. GCLD Finance Director, Pat Berger (not in attendance)

- Treasurer Jill Miles and GCLD Director Mary Anne Wilcox answered questions concerning the documents presented: Balance Sheet and Profit & Loss. The figures are very close to last year with an increase in fund raising expenses. New Board Members expressed confusion about the Restricted Funds being listed as Assets to the Foundation but not available for direct investing by the Foundation. Wilcox explained that these funds were actually GCLD Capital Campaign Funds and that the Foundation advises GCLD as to the best investments of these funds. She explained that the Foundations unrestricted assets are approximately \$21,000. A lively, lengthy discussion followed.

C. Foundation President, Lorie Wheeler.

- Former Foundation President, Bob Vogel indicated he was willing to return for another term on the Foundation Board, and he will try to attend the Nov 2nd Foundation meeting. At the October 11th GCLD Board meeting, the GCLD Board will consider reappointment of those members whose terms expire this year. Lorie Wheeler stated that he will not be running for Foundation Board President on Nov 2nd. Elections will be held at the November 2nd Annual GCLF Board meeting.

D. Treasurer Report. Covered in the Finance Director's report

E. Investment Committee, Chair Mark Lund

- The Foundation continues to need an Investment Policy and a Gift Policy. Wilcox proposed that the Foundation focus on planned giving. Wheeler said that would be taken up by the Development Committee.

F. Development Committee, Chair Roxane White

- **Small Neighborhood Parties Project**
Davis and Wheeler held a small party and although only 5 people attended, it was productive and engaging. The presentations by Kacik and Wilcox were informative and probing questions followed. The Davis's are interested in hosting a Holiday Swedish Glog party in December.
- **Grants**
Hagar withdrew the Colorado Collaboration grant application, but the Freeport/MacMoran grant application was successfully awarded \$2,000 for the Kremmling Energy project. The Bill & Melinda Gates Foundation Grant due date was missed by 3 days. Hagar will pursue options with the Gates Foundation and

attempt to find funders to cover items on the District Wish List. Hagar volunteered to make a grant writing presentation to the Foundation. The presentation can be an in-depth two-hour program or a ten-minute overview. Wheeler responded that the Foundation Board would benefit from a grant writing overview which could be scheduled for a 10 minute time slot at the Foundation meeting on Nov 2nd. Wilcox reminded Board Members to let her know if they are interested in attending the Grand Foundation grant writing workshop on Wednesday September 28th at 12:00pm at Mountain Parks Electric Community Room. Hagar intends to pursue a Grand Foundation Sprout grant for 2011-2012.

- **Endowment Donor Project**

Wheeler reported on a meeting attended by Board members DeLay, Radcliffe, and Davis to discuss developing major donors. Radcliffe has provided a well-developed Grand County donor database segmented into communities. Jan Knisley recommended taking a portion of the unrestricted funds and starting an endowment fund. The discussion that followed included these comments:

- Endowment campaigns are typically supported by a fewer number of people giving larger sums.
 - Soliciting for endowment funds will be more profitable if there is an actual fund in place, no matter how small.
 - Every 5-7 years the Foundation campaigns for endowment funds.
 - Funds should be allocated to organize a marketing plan, develop a video presentation and promote the campaign through the Library website.
 - Establish a budget for the campaign that would include website development, printing, social media and newspaper advertising.
- Skinner advocated developing a policy manual to cover fund raising operations. He felt the Foundation was stymied by a lack of policies. He recommended a pamphlet "Principles and Practices for Nonprofit Excellence in Colorado" created by the Colorado Nonprofit Association and distributed copies for the Foundation Board members to read. The book covers the legal requirements for raising gift funds. Skinner proposed creating together a straw policy manual, which will be published and also posted on the Foundation website for members and donors alike. The manual should cover issues such as a schedule for fundraising and providing legal protection for fundraisers. Wheeler appointed Skinner to create a first draft of the policy manual and offered to assist Skinner on this creation.
 - Hagar requested Foundation Board and GCLD Trustees that have not already submitted their bios to get them to her soon. The bios are needed on all Foundation grant applications.
 - White recommended Foundation Board members include a tag line on the bottom of all of their personal e-mails including a quote or statement about the love of libraries. She reiterated the importance of having a handbook, a gift policy, one activity per quarter, and recognizing Foundation members and donors. Customer care is essential. This includes making calls to thank people who have made contributions. Sending out quarterly emails updating donors on the achievements of the Foundation. White stated that due to a change in her employment status, she will step down from her position as Chair of the Development Committee.
 - Wheeler talked about the tax break for donors for donors over 70 ½ years of age holding IRA's with a Required Minimum Distribution. He suggested targeting this population group with information on how to make donations.
 - Kalkofen offered to write an advertorial for the Sky Hi newspaper.

V. Discussion Items

- **2012 Budget Lorie Wheeler**
 - Wheeler announced a meeting to prepare a budget including Wilcox, Berger, Reichert, Skinner, DeLay, Miles and Knisley. Wheeler proposed the Budget Meeting be held on Tuesday, October 4th at 6:00pm at the Admin office.

- **Future of Endowment Campaign**
 - The Development Committee recommended an endowment fund be started immediately.
 - Knisley recommended spending some money to raise money. After a debate on raising money for endowment campaigns, Skinner proposed building distinct steps when designing the campaign. He outlined first developing a customer care program, let it grow and aim it at the development of the endowment campaign.
 - There was concern expressed that this fund would not be developed quickly enough to meet the Library's need. Wilcox stated that the Library District is financially stable for the next two to four years and Kacik added that it would take an act by voters to dissolve the Library District and that is highly unlikely.
 - Wheeler argued for establishing guide lines to control the use of unrestricted and permanently restricted funds and suggested Vogel may be able to assist in this. After some discussion on the funds available for the Foundation's use, Wheeler requested that Berger make a presentation on the subject at the next Foundation meeting. The presentation should address an explanation of Foundation finances and how District finances affect the Foundation.

- **2011 GCLF Annual Board Meeting: November 2, 2011, 6:00pm, at the Granby Library Community Meeting Room**

7:30 PM

VI. Adjournment

The Board reserves the right to add items of business and to change the order of business as needed. The Board welcomes public participation in the meetings. If specific accommodations are needed, please contact the Executive Director, Mary Anne Hanson-Wilcox, at 887-9411, ext. 101, fax 887-3227, or e-mail mawilcox@gclid.org at least 24 hours in advance of the meeting.