



Board of Directors Meeting
Meeting: 11:30 a.m., April 29, 2014
Bret Kelly, Room A, 1st Floor
Rawlings Library ★ 100 E. Abriendo Ave. ★ Pueblo, Co 81004

M I N U T E S

A. Welcome and Call to Order..... Julie Rodriguez

Ms. Rodriguez called the meeting to order at 11:40 a.m.

B. Roll Call and Verification of QuorumAmber Pepin

Board Members Present: R.J. Black Schultz, Carol King, Gary Parks, Julie Rodriguez, Jim Stuart, Joyce Vigil, and Michael Voute

A quorum is met with 7 of 9 (78%) members present.

Staff Present: Jon Walker, Midori Clark, Chris Brogan, and Amber Pepin.

Absent: Anthony Nunez

Excused: Priscilla Lucero

C. Modifications to Agenda for Apr. 29, 2014 Meeting All

No modifications requested.

D. Approval of Minutes of Jan. 8, 2013 Meeting All

Alter language of Gary Parks in minutes. Michael Voute – correct Micheal to ael and Swanhorst from Swanhorts. Jan. 8, 2013 minutes. Jim Stuart made a motion to accept the minutes with the change noted. Seconded by Michael Voute. All in favor. Motion passes.

E. Treasurer's ReportMichael Voute

Mr. Voute reports that the Finance committee met with the auditors and another time to cover today's presentation which include the audit report, financials of Dec. 31, 2013 and April 30, 2014. Expect the audit report to come through fairly soon. Mr. Voute made a motion to invite auditors to the July 9, 2014 meeting to provide an audit report. Ms. Brogan will extend the invitation. Seconded by Joyce Vigil. All in favor. Motion passes.

Dec. 31, 2013 financials shows in-kind contributions from PCCLD and expenses to offset that donation (fundraising expense and salaries in-kind). This change was made at the direction and suggestion of Swanhorst auditors. \$277,566 current assets as of Dec. 31, 2014.

Apr. 30, 2014 financial report presented. No significant report other than it includes a budget item to transfer \$250,000 to PCCLD.

Mr. Voute made a motion to accept financial statements as presented for 12/31/2013 with provision it will be amended for receivables. Seconded by Gary Parks. All in favor. Motion passes.

Mr. Voute makes a motion to authorize the Chief Financial officer to transfer \$250,000 to PCCLD in support of the capital campaign. Seconded Carol King. All in favor. Motion Passes.

F. Director's Report..... Midori Clark

Campaign summary

Amber & Chris

Grants received since January 2014:

Thatcher Foundation	1,000.00
E.M. Christmas Foundation	25,000.00
Chamberlain Discretionary @ SCCF	25,000.00
Bob & Doris Johnston Foundation	25,000.00
Frank I. Lamb Foundation	25,000.00

Next steps/Blacktie Ball committee

Ms. Clark reports that we will be doing another round of Libraries for Life Fundraisers. Hosting June 17, 18, and 19. 8 – 9 a.m. GHV-June 17; East Side-June 18; St. Charles Mesa-June 19. These will be hosted at the new, partially completed library locations. Working with Houston Construction to ensure — hoping to raise \$2,000 at each event. Incorporating a hard hat tour into that event. We'll be in touch for you to volunteer to be table captains and invite people to attend.

Our next round of fundraising will be a "Donor Preview" or soiree — a VIP preview. Inviting people who have given to the campaign. Wine and cheese events, but will be set closer to the construction completion date. \$6,000 goal

End of Year Campaign is a direct mail piece that will be mailed in November. There are approximately 2,600 on that list and we have a goal of \$5,000.

Finally, the most significant fundraiser is the Booklovers Blacktie Ball. We appreciate your past support and tickets purchased. Set your calendar for October 25, 2014. The book is *The Paris Wife* by Paula McClain. A fictional account of Ernest Hemingway and his first wife, Hadley. We were hoping to get help from the Board in a different way, perhaps to assist with sponsorships and silent auction items. Gary Parks, silent auction. Julie Rodriguez, sponsorships. Also looking for names for the 2014 Honorary Committee. Typically have 5-7 couples to buy or sell tickets to fill a table of 8 and to assist with decorations the day of the event. A great way to introduce the library in an official capacity with a smaller commitment than as a Board member. Our goal for the Booklovers Blacktie Ball \$20,000.

G. What's next? New idea for 2015 fundraiser

Ms. Rodriguez said that at the end of the capital campaign we have to decide how to proceed and to build an endowment for the Foundation. There has been an idea discussed by Midori, Jon and Julie to put on a Ball at the 2nd floor to highlight the library. How to bring in and train a new cadre of donors and develop a young group of donors and families? The idea at this point is to develop a Philanthropy institute for young women to learn leadership and philanthropy with a closing of a presentation similar to a debutante (however, Ms. Rodriguez is reluctant to use the word debutante as it has an elitist connotation). As a fundraiser, when we ran the numbers we could see that this could be a significant revenue generator. Mr. Walker had visited his niece in Tulsa and this concept is not unique. His niece was participating in the "Heart Ball" for young women and men work on a project for the Heart Association, developing leadership, philanthropy and giving back to the community leading up to a celebration. In the end, the families who are a part of this become sponsors of their young people – this event has been going on for many years and allows people to have their high school aged kids involved in projects benefiting the community in a practical way. Mr. Walker sees that this proposed program is very similar to the Heart Ball. Does not exist to Mr. Walker's knowledge, in Pueblo and will take time to develop. Just like the Author's event (All Pueblo Reads), it will take time for it to be a tradition.

Mr. Stuart asks how this would be inclusive for all individuals, especially those of lesser means. Because the library is to be all-inclusive, so should the program. Mr. Walker pointed out this would be a fundraiser for the Pueblo Library Foundation. Ms. Vigil suggests sponsorships from entities in Pueblo. Ms. Vigil asks if there is way to float the idea via the Chieftain to educate the public (old money, white dress) and is not the image we want for this – the minute the word "debutante" is used, there may be some backlash from the community. Ms. Vigil suggests meeting with school counselors to encourage their support and get them to promote it. Ms. Rodriguez said that she mentioned this to Priscilla and Ms. Lucero said it might be possible for SCCF. Ms. Clark said Jr. League might sponsor a candidate or two as well.

Ms. Vigil suggests that we research the downsides of these events since they are inherently competitive. See what can be done to mitigate. Mr. Stuart suggests community giving rather than philanthropy – or to define philanthropy – as you probably think of Bill Gates and rich people. Ms. Vigil does suggest the education piece to see the public's response of philanthropy, debutante, etc...Ms. Clark said the key will be to stick to the mission of training and leadership rather than the dresses, the party, etc.

Mr. Stuart does like the idea, but does want to express his concerns. Ms. Vigil asks about the timeline of activities and culmination of the ball? Ms. Clark said that has not been discussed unless there is interest by the Board.

Mr. Stuart suggests to Madame President to form a committee to proceed with development for presentation at our next meeting in July. Ms. Rodriguez asked for other comments. Ms. King thinks this is a good idea. Ms. King will be on the committee, Joyce Vigil, Jim Stuart. Ms. Rodriguez feels like perhaps we engage community members onto the committee (counselors from the schools, community organization members).

Mr. Stuart asks if the goal to kick-off in 2015? That is the idea. Leadership, public speaking community involvement, culminating with a party of presentation like a debutante ball. Creating a forum to develop donors, philanthropists and volunteers. Mr. Walker does think the Mr. Stuart's point is good that we must eliminate any elitist terminology. You do risk the

negative response from some. Ms. Clark said that the library has a long history of supporting women and that is the concept of having an all-girls presentation.

Ms. Clark will setup a committee meeting.

H. New libraries updateJon Walker

All three libraries are in progress. Greenhorn Valley is the furthest along, St. Charles is being framed and the East Side foundation slab is being poured this week. On track to open the new libraries in October and November respectively. Looks like we'll be able to pay for them as well based upon the presentation earlier. A team of staff is working on furniture, signage, collections, information technology and other pieces to ensure a successful opening.

Lots of positive response from the public as with this past Sunday's front page news about the naming of the East Side Library. Community members in all three areas are very excited.

Mr. Stuart would like to invite everyone to purchase tickets to the Friends of the Library dinner on Friday, May 9 with two Medal of Honor winners. Tickets are available at Books Again or call. Ms. King said don't forget about the Books by the Bag sale this Saturday, May 3rd.

Next Meeting: Wednesday, July 9, 2014

Adjourned 12:34 p.m.

Respectfully submitted,

Amber Pepin
Recording Secretary