



Board of Directors Meeting
Meeting: 11:30 a.m., January 9, 2013
Executive Conference Room, 3rd Floor
Rawlings Library ★ 100 E. Abriendo Ave. ★ Pueblo, Co 81004

M I N U T E S

A. Welcome and Call to Order..... Jim Stuart

Mr. Stuart called the meeting to order at 11:34 a.m.

B. Roll Call and Verification of QuorumAmber Pepin

Board Members Present: Priscilla Lucero, Dr. Gary Parks, Dr. R.J. Black Schultz, Mary Simmons, Jim Stuart, Joyce Vigil, Michael Voute.

A quorum is met with 7 of 8 members present.

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

Others Present: Nick Gradisar.

Absent: Anthony Nunez

C. Modifications to Agenda for January 9, 2013 Meeting..... All

Midori reports that two items were removed from the Treasurer's report. Move the Raising More Money to right after Theme in the Capital Campaign Report.

D. Approval of Minutes of October 3, 2012 Meeting..... All

Gary Parks made a motion to approve the minutes of Oct. 3, 2012. Seconded by Michael Voute. All in favor. Motion passes.

E. Treasurer's ReportMichael Voute

Mr. Voute reports that the Investment Policy and 2013 budget items originally listed on the Agenda were removed because discussion and approval had been received. No other information or discussion is necessary.

Mr. Voute reports that our investment account is earning 22 basis points down from 27 in September. One year CDs are only at 18 basis points so we are still doing well.

Financial report – Chris Brogan

Ms. Brogan reports that the largest item of note is the Booklovers Blacktie Ball - \$16,150 was deposited and other cash received for a total deposit of \$18,198. Investment earnings of \$12 with \$39 total for quarter. Expenditures of \$9,000 as approved by the board in July 2012 to offset the cost of The Raiser's Edge software.

Balance Sheet – Accounts Receivable will be transferred this month for the month of Dec. 2012. Accounts Payable \$9,000 will be transferred this month (Raiser's Edge

fundraising software). Because of the deposits, a transfer of approximately \$10,000 to the investment account will occur as part of our Investment Policy.

The Colorado Enterprise Zone has approved all three new library sites as Enterprise Zone entities.

If the Foundation makes a fair amount of money, they must be included in the PCCLD audit, but is not necessary for 2012.

Priscilla Lucero made a motion to accept the Treasurer's report as presented. Seconded by R.J. Schultz. All in Favor. Motion passes.

F. Board Vacancies Jim Stuart

Mr. Stuart reports that he and Ms. Clark have been working diligently identifying individuals and meeting with candidates for the Board vacancies. There are several positive candidates in the mix and hopefully by the next meeting we will have new members to present. If you have suggestions, please contact Ms. Clark or Mr. Stuart.

G. Capital Campaign..... Midori Clark

New Theme

Justin Morenz has created three capital campaign theme concepts. Our preference is Libraries for Life (Ms. Clark distributed samples of the three theme logos). Other samples include, Our Library, The Next Chapter; and Building Libraries, Changing Lives. Mr. Stuart likes the Libraries for Life theme because it appears to have a longer lifespan than the others. Mr. Voute asked if more than one theme could be used, but Ms. Clark said one keeps more continuity. Ms. Lucero asks if there is a way to incorporate technology into the logo and Mr. Stuart agrees as the library is much more than books. Dr. Parks likes the first theme as well.

Raising More Money fundraising model overview and video

17 minute video was presented. This model was used during the Pueblo West Library expansion campaign. We did modify a few of the pieces, but this gives a more concrete overview. We'll be talking more in the weeks to come, table captains, etc...

Timeline

Ms. Clark passed out the timeline for the Capital Campaign. The Campaign will begin with the Employee and Board campaign at the library's staff meeting on Feb. 18 and will continue with multiple Point of Entry events and end with the grand openings. The Booklovers Blacktie Ball will serve as the official "ask" event. The Grand Openings will be staggered for optimal media attention.

Mr. Stuart was concerned about the time between March and October for the POE to the ASK event. Ms. Clark said the *Raising More Money* author outlines a 1-year process. The key is to stay on top of the attendees through personal contact, phone contact, newsletters and e-blasts.

Ms. Lucero wants to ensure the "Ask" is concretely presented with the dollar amount needed. She doesn't want the money borrowed overshadow the ask.

Mr. Voute – Foundation money will make these libraries really nice, not just cover the basics? Mr. Walker reports that the budget allows for these to be very nice facilities. In the end, if you don't have \$100,000, you do what you can to make ends meet. These new libraries will be on par with Pueblo West Library in terms of ambiance and facility. Conceptual design is due in February which will provide a more concrete vision for the libraries.

Mr. Stuart asked about naming rights? Ms. Clark reports that naming opportunities will be presented throughout the campaign from the first Point of Entry event and will be presented after the designs are received.

Brochure

Ms. Clark said we have contemplated how to present this campaign since there are three libraries being built. We decided one brochure made the most sense. Draft was shown – statistics, general info will be included on the first pages; East Side information; Greenhorn Valley info; St. Charles Mesa info; and the last page will include Enterprise Zone tax credit information and a pledge card envelope will be included.

Ms. Lucero wants to ensure David Valdez with Colorado City Metro District is involved in the Greenhorn Valley Point of Entry event.

Mr. Voute asked if we should have additional meetings to ensure Board is on track. Mr. Stuart said perhaps early March would be a good time to meet? Ms. Clark said we can host a meeting or it can be emailed.

Joyce Vigil made a motion to move the next regularly scheduled Board meeting of April 3, 2013 to March 6, 2013. Seconded by Priscilla Lucero. All in favor. Motion passes.

H. Capital Campaign Fundraising.....Amber Pepin

Grants update

- \$50,000 received from August 2012 El Pomar Foundation Grant Proposal.
- \$50,000 El Pomar Southeastern Regional Committee – Pending
- \$50,000 David & Lucile Packard grant proposal – submitted 12/31/2012
- Letters of inquiry/intent to apply have been sent to Kiwanis of Pueblo Foundation/\$5,000 and the Helen K. & Arthur E. Johnson Foundation/\$50,000.

Ms. Lucero serves on the Temple Hoyne Buell Board and has submitted a \$10,000 grant request for 2013. The Foundation received \$10,000 from this Foundation in 2012 as well. Thank you, Priscilla.

Booklovers Blacktie Ball

The Booklovers Blacktie Ball took place on Saturday, Oct. 20, 2012 with \$19,810 in proceeds for the Foundation. Ticket sales were up 12% over 2011 with 207 tickets purchased. Ticket Sales = \$17,080; outright donations = \$1,180; silent auction sales = \$1,550. Overall sponsor dollars = \$11,000, of that, \$4,800 will go toward library expenses.

Ms. Pepin reports that there is great opportunity for the 2013 event and sponsorship solicitations will begin as soon as an author and date are locked. Ms. Lucero expressed concern that as a corporate sponsor it is difficult to fill a table and therefore, suggests that we offer the opportunity for the sponsor to donate back their seats, or offer fewer seats.

I. New libraries updateJon Walker

Mr. Walker said we are doing great and thanks each and every member here for their time and dedication. Library use is up and more people are checking out more books and materials than ever before. We are making a very positive contribution to our community.

The library building projects are going well as sites are being prepared. Mr. Walker presented pictures of demolition of the East Side site. Mr. Walker thanks the Foundation for their commitment to leverage the City to assist with project. Currently working on a

re-zoning application to be submitted in mid-January. Approximately 15 weeks after that, the re-zoning and subdivision approved by City Council. Team includes: Edward James Surveying, Terracon, Matrix Engineering, OZ Architecture, H.W. Houston and Nick Gradisar.

Greenhorn Valley site plan was displayed. Site is on corner of State Hwy 165 and Cibola Drive. A beautiful 4.1 acre site included cottonwood trees, a park to the west and mountain vistas. Mr. Walker points out that the original 5,000 square foot library in PW was considered much too big at the time, but has been expanded to 28,000 square feet – he anticipates this site could grow as well and the site allows room for growth. The Land Use application will be submitted Jan.16 to Pueblo County. If all goes well, the final special use permit would be presented March 26. Currently working with the Colorado Department of Transportation to solve access issues/concerns they have about increased traffic on Hwy 165. Walk n Walk up survey, Terracon, Matrix Engineering, OZ Architecture, H.W. Houston and Nick Gradisar.

St. Charles Mesa Library site plan was shown on Hwy 50 East and new proposed 24 ½ Lane to access library. Library will develop this new lane which will dead-end several hundred feet into the property. Allows access to property and parking lot from 24 ½ Lane. Land use application was approved in late Dec. and the Board of County commissioners should approve on Jan 15. Edward James Surveying, Matrix, Terracon, Matrix Engineering, OZ Architecture, H.W. Houston and Jim Oliver, Esq.

Overall, this will be an eight month construction project. Ground will be broken for each library in the Summer 2013. Mr. Walker will attempt to have OZ Architecture available at March meeting to present elevations. Mr. Voute asked if Groundbreaking(s) will be included in the fundraising timeline. Mr. Walker said yes.

Thank you.

Adjourn by 1 p.m.

Next Meeting: Wednesday, March 6, 2013

Adjourned 12:48 p.m.

Respectfully submitted,

Joyce Vigil
Secretary