



Board of Directors Meeting
Meeting: 11:30 a.m., November 18, 2020
Virtual Meeting
Rawlings Library ★ 100 E. Abriendo Ave. ★ Pueblo, Co 81004

M I N U T E S

A. Welcome and Call to Order..... Jessi Ones

Ms. Ones called the meeting to order at 11:30 a.m. and welcomed new board members Ms. Brandice Eslinger and Dr. Bruce Johnson. She also invited the board to introduce themselves and speak about why they are involved in the Foundation Board.

- Jessi Ones has served in various roles and this is her first year as President. She is passionate about literacy and believes in free access to information.
- Lyndell Gairaud is a cross over member and also serves on Board of Trustees. She loves libraries and has enjoyed seeing our district grow especially during the last capital campaign where we added three new libraries.
- Michael Voute is a founding member of the Foundation Board and was nominated by the Friends of the Library Board. The board was created because we felt we needed to have a means of earning money for the library district. He is proud of the Foundation and proud to be able to support the library.
- Iris Clark is a newer board member who grew up visiting libraries. She loves libraries. She moved away for a while but when she returned was offered the opportunity to be a part of the board and accepted. She loves the role libraries play in communities.
- Brandice Eslinger is a newer board member. She owns a small business, All Phase Environmental, that has been in business since 1999. One of the first projects she worked on was tearing down old homes and apartments that became the library's parking lot. She is a board member at CSU-Pueblo Foundation (for her love of higher education) and the YMCA (because she feels children need sports and a safe environment). The library ties in because it starts off with reading and access to books and it is a huge part of our community.
- Dr. Bruce Johnson was recruited by Sherri Baca. He works with Ms. Baca on the Parkview Board. He retired from general surgery about a year and a half ago. He has always felt that libraries are an important part of our community and furthering the education of children and adults in our community.
- Gala White grew up visiting libraries and loved reading. She became a teacher and has her masters as reading specialists because she thinks it is so important. She has been involved and supports the library wherever she has lived. She is thankful and proud of our library and thinks it is an essential part of our community.

B. Roll Call and Verification of Quorum Gloria Madrill

Board Members Present—Jessi Ones, President; Lyndell Gairaud, Vice President; Michael Voute, Treasurer; Iris Clark, Brandice Eslinger, Bruce Johnson and Gala White

Board Members Not Present- Joe Arrigo, Abbey Hartless, Elizabeth Gallegos and Dustin Hodge

Staff Present—Jon Walker, Sherri Baca, Nick Potter, Alexandria Romero and Gloria Madrill

A quorum is met with 7 out of 11 (63%) members present.

C. Modifications to Agenda for November 18, 2020 Meeting All

No modifications were made to the agenda.

D. Approval of Minutes of August 5, 2020 Meeting..... All

Ms. Gairaud made a motion to approve the minutes as presented. Seconded by Ms. White. Mr. Voute and Ms. Eslinger abstained since they were not present at that meeting. All in favor. Motion passes

E. Treasurer's ReportMichael Voute

September 30, 2020 Financial Report

Mr. Voute invited Ms. Romero to review the financials. Ms. Romero started the review with the Balance Sheet. She reviewed the assets including the cash balance, investment balance, accounts receivable and prepaid insurance. We are moving some of the cash balance to the investment account. We do not have any liabilities so it only shows net assets and equity (with and without donor restrictions). The Statement of Revenue and Expenditures also shows contributions classified as with or without donor restrictions, the year to date totals, the annual budget and variance percentage. Ms. Romero noted individual contributions show a variance of 31% collected. That is not correct. As we certify enterprise zone contributions, we move them to the Contributions – E-Zone line. That brings us closer to \$19,000 brought in from individual contributions. Regarding in-kind we have a variance on that item of 143%. Last year Ms. Romero and Mr. Potter reviewed salary time on work done for the Foundation reviewing hours spent by staff on Foundation items and adjusted the initial salary piece. The revenue and expenditures are matching for in-kind and the net effect is zero but that is why the figures are larger than what was budgeted for 2020. Year to date revenue is \$66,887. Expenditures are divided into three categories (general & administration, program and fundraising). As mentioned earlier, the in-kind is larger also in expenses. In-kind includes salaries, audit and tax paid by the district and given in-kind to the Foundation. We did not have the Leadership Program so it will show as \$0 for 2020. Fundraising shows \$0 as an event expense but that will change as we had the Booklovers Ball in a Box that occurred in Q4. There were less expenses but many will hit in the fourth quarter. Ticket sales are not reflected in the revenue they will also show up in the fourth quarter. Year to date total expenditures is \$42,339. Revenue over expenditures total \$24,548.

Next Ms. Romero reviewed the Summary of Restrictions. As of 2020 we have restrictions of Enterprise Zone (\$71,696.12) and the Chamberlain Fund (\$36,500). We moved PCCLD program restrictions to the district (\$400 for the Lucero Library and \$100 for material). Mr. Voute made a motion to approve the third quarter financial statements for 2020. Ms. Clark seconded. All in favor. Motion passes.

3rd Quarter 2020 Raymond James Investment Report

Mr. Voute reviewed the Raymond James Report. Raymond James is the national firm that handles investments and handled locally by Mr. Michael Salardino. The report includes the last month of the quarter and the year to date as well as suggestions from Mr. Salardino on changes he would like to make. At the Investment Committee Meeting we spoke about how we outline the policies but the advisor decides how to invest it based on those guidelines. We have instructed him to make changes if he thinks that is the correct thing to do. Regarding the statement, unfortunately we lost money which is not unusual since it has been upside down year. Year to date is probably closer to minus a point and a half. At the Finance and Investment Committee Meeting we talked about how it might be good to evaluate all options available and evaluate possibilities over the next few months. The return has not been great, but unfortunately advisors that advise many nonprofit organizations are limited on what they can offer in relationship of risk to return so we may never get the return that some people have achieved this year. We are looking into possibly putting out an RFP for services or possibly introducing someone else to the team.

2021 Budget

Ms. Romero reviewed the preliminary budget for 2021. The revenues should be pretty similar to prior years. There was an increase in the in-kind piece as we adjusted what we think will be our salaries for next year. On Contributions-Foundation we estimated \$17,090 with restrictions coming from Packard grant to be used for the Leadership Academy over the next three years. Estimated contributions from individuals are at \$31,165, corporate at \$15,600, and in-kind at around \$53,000. Our total estimated revenue is \$120,779. Ms. Romero reviewed expenditures and the total expenditures are estimated at \$65,165 giving us a revenue over expenditures of \$55,614 which is better than we envisioned going into 2020. Ms. Romero reviewed items that have been updated looking at the 2021 budget. For revenue the \$10,000 for corporate is what we are estimating for Booklovers Ball sponsorships and we are also estimating \$10,000 for ticket revenue under event income. This is a conservative estimate if we are not able to hold an in-person event. Total revenue for 2021 is budgeted at \$107,695. In the expenditures section, for general and administration professional fees, those are the estimated advisor fees we would have. In-kind includes audit, tax and salaries. Under fundraising, the expense in-kind is for Blackbaud and the author for the Booklovers Ball. The author fee will be paid as a program expense on the district side through All Pueblo Reads but a portion where the author is speaking at the Booklovers Ball is allocated as an in-kind expense. The event expense is for the Booklovers Ball and Kids Parade. When we look at program the \$5,696.67 for Leadership Institute is a third of the Packard grant money allocated for the leadership program over the next three years. The event expense is for Handmade Holiday and the Botanical Fair. It brings us to a total of \$92,891.67 in estimated expenses and an estimated revenue over expenditures of \$14,803.33. Mr. Voute reminded the board this a preliminary budget and in February we will approve the final budget. The budget is a guess but we have fine-tuned it but we are faced with unusual uncertainties including the election and tax proposals. Due to the tax proposals donations may differ that what we expect.

2021 Audit Engagement

Ms. Romero said we received the audit engagement for the 2020 audit from our auditors Clifton Larson Allen (CLA). She highlighted some areas. It is a standard letter. It talks about auditing services what they will be doing and non-audit services that they won't be doing (such as preparations of financial statements and adjusting of journal entries). It goes through the audit objective which is to express an opinion on whether the statements are fairly presented in all material aspects according to GAP. Then it talks about auditor responsibilities and our responsibilities, their procedures, and their limitations. They have reasonable assurance not absolute assurance in an audit. It also talks about our responsibilities as management. Responsibilities include preparation of financial statements and fair presentation of financial statements, we are in charge of internal control and to provide auditors with access to all information, any additional items, and unrestricted access to those in the organization that they want to speak to regarding the audit. We are responsible for preparing any supplementary information. Further down it lists the responsibilities and limitations of non-audit services CLA might provide and the use of financial statements. We are to reproduce them in their entirety if we show these statement after they have issued. Engagement is expected to begin in interim in December 2020 with final field work occurring in March. This year we are assuming they will be remote in December. If we need to we are able to do the whole audit remotely as we did last year. Mr. Voute reminded the board this is the same audit firm used last year and are satisfied with what they have done. Their audit fee is reasonable (a little over \$4,000). Mr. Voute made a motion that we accept the engagement for the auditors for the year 2020. Ms. Gairaud seconded the motion. All in favor. Motion passes. Ms. Gairaud added a comment for the benefit of new members, this the same auditing firm we use for the library district. Ms. Romero added we will receive the 990 tax engagement letter and when we have that she will present it.

F. New business.....Jessi Ones

Update on Library's COVID-19 response

Mr. Walker provided an update on library COVID-19 response. An important temporary change in services was implemented this week. With COVID-19 transmissions at an all-time high and hospitalizations are increasing, it was decided the library would close the building to patrons for in-person

browsing of the collection and computer use. Curbside delivery and home mail delivery of materials will still be offered. In addition to other books and material offered through curbside, the library is offering hotspots, tablets and Chrome books for checkout to those who need computer and internet access. Mr. Walker reported we have avoided any documented onsite transmissions of COVID-19 on our campus and have protocols in place focusing on the importance of handwashing, sanitizing surfaces, and staying home when sick.

Rawlings Renovation Project Update

Mr. Walker provided an update on the Rawlings Renovation project. We have a master facilities program and an overview on how we will maintain and refresh our facilities over time. It is time for the Rawlings Library to be refreshed. The library is working with the architect firms Anderson Mason Dale and HBM. Anderson Mason Dale were critical in the initial design of the Rawlings Library and HBM has extensive experience in designing libraries across the country. The construction firm chosen through a competitive process for the project is H.W. Houston Construction. Program planning completed this summer and we are in the middle of schematic design, which should finish up in the next few weeks. The cost of the project is \$11 million and is part of the capital replacement plan. The district has commitments for \$9 million of the \$11 million needed, leaving a difference of \$2 million to be raised through philanthropic giving. We have raised or committed for more than \$1 million of the \$2 million and have received significant gifts and matching funds from the NEH grant. The Rawlings Foundation and Mr. Voute have made generous commitments to the project.

We are hoping to start construction in summer of 2021 and complete construction by summer of 2022. There will be interior renovations to the facility and outside there will be closer parking spots created in addition to outside public library spaces. We will also be creating an in-building book drop. The first floor will have additional meeting and conference spaces and major maker space for interactive learning. The children's area will be moved to the second floor. This will allow more space as the ceilings are higher on the second floor. The area will be an imaginative, inviting, and fun space. The second floor will also have adult and teen collections. The third floor will house local history and the vault. The fourth floor will renovate and enlarge the event space to hold 350 people banquet style.

Board member terms

Two board members have terms ending in 2020, Ms. Lyndell Gairaud and Ms. Jessi Ones. Both members are open to continuing another term in their roles. She is also supportive of anyone who has an interest in stepping into the roles.

2021 and 2022 board meeting dates and Update to Bylaws of Pueblo Library Foundation Section 3.4 regarding the annual meeting

Mr. Potter spoke about the meeting dates and a suggested change in the bylaws. Meeting dates for 2021 and 2022 were proposed. The suggested dates are February 10, May 12, August 11, November 10 and February 9. A vote to approve the suggested meeting dates will occur the next meeting. Currently Foundation Bylaws state the annual meeting, where we approve meeting dates, is to be held in January. We are asking the board to consider a change in wording in the bylaws for more flexibility so in the meeting can be held in the first quarter, not specifically in January. Ms. Gairaud made a motion to approve the suggested bylaw change that the annual meeting is to be held in the first quarter. Ms. Eslinger seconded the motion. All in favor. None opposed.

G. Director's Report.....Nick Potter

Q3 Fundraising Report

Mr. Potter reviewed the 3rd Quarter fundraising Report. The report includes information on both the Foundation and district since we fundraise for both entities that and they work in symbiosis with each

other. In the report, there will be funds that come in to the Foundation that will go to investment fund and restricted funds that go back to district. Gifts highlighted in orange represent fund that will go the investment fund and gifts highlighted in purple will be transferred to back to the district. This quarter we received a gift from Mr. Voute that we would like transferred to the investment fund. We also received funds this quarter in support of the Lucero Library and the purchase of hotspots. The Finance Committee voted to approve the transfers recommended at the last meeting of \$15,000 to the investment fund and \$500 to the district. This quarter, a letter was sent out to library supporters and stakeholders updating them on the library's response to the pandemic with an opportunity for donors to make a donation. The mailer we brought in \$1,775 this quarter. We also received \$8,950 sponsorships in Q3 in support of the Booklovers Ball. We also received contributions from the David and Lucille Packard Grant for laptops and hotspots (for the digital equity grant) and \$6,000 for Library On Demand. We also received our quarterly contribution from the Lenore Chamberlain Fund. Mr. Voute made a motion to accept the Fundraising Report. Ms. Clark seconded the motion. All in favor. Motion passes.

Mr. Potter added there is a quarterly year to date comparison on the bottom of the report. Q3 has been our highest fundraising quarter in the past three years and we are about \$11,000 short of topping our 2018 totals. Mr. Potter also presented a grant report listing all the work done this year. The list also includes some of our larger asks for the Rawlings Renovations Project. We asked for just under \$1.7 million in grant funding and received about \$1.1 million. We have about a 70% success ratio for the dollars we are requesting versus the dollars we are receiving.

The Leadership Academy

Mr. Potter spoke about the Leadership Academy. The Leadership Academy is a program that is being reimagined. The program will be open to young men and young women in our community. We have received \$17,090 from the Packard Foundation. We asked for those funds to be part of the digital equity program that Packard has generously provided us. With the Packard digital equity program, we were able to provide laptops and hotspots to students in need referred by partnering agencies. These students needed are high risk students that need additional support. We reached out to Packard and talked about the digital infrastructure and how we would like to continue supporting students with this program. These funds will support the program over the next three years. It will not only protect and bolster the digital infrastructure that Packard has given us, it will allow us to build curriculum and provide incentives to students to participate in the program. With this program, we have been working Dr. David Volk and Shelly Moreschini at the Leadership and Honors Program at CSU-Pueblo. In partnering with CSU-Pueblo we hope to not only develop curriculum but to also create a digital connection between CSU-Pueblo students and Leadership Academy students for mentoring. Also we would like to possibly incorporate a scholarship for Leadership Academy students to help further their education at PCC or CSU-Pueblo if they complete this program.

We want to provide four modules. They will be online modules available through an online hub. When students bring their devices in every three months for tune ups we would like to download the modules. We would like the first module to launch in March with a focus on mental health. Many of these students are experiencing homelessness or high level of poverty we wanted to focus on mental health since we don't know what their home environment looks like. We want to provide coping mechanisms to deal with stress but also focus on mindfulness so they take control of things they are experiencing and identify stressors. The end of the module will focus on journaling their feelings and life.

For the second module, we would like to partner with Bank of the San Juans and cover financial literacy subjects. They offer a program through FDIC called Money Smart. We will focus on budgeting, personal finances and consumer math. We would also like to start bringing in staff from PCC or CSU-Pueblo to talk about how students can afford college or trade schools and the options available through scholarships and financial aid so college seems attainable for these kids.

Module three will focus on a program that CSU-Pueblo Honors Program has been developing called "Building Your Future Self." It will incorporate the journaling learned in the first module and students will

start identifying their future self. The first thing we would like for them to do is participate in panels and learn from leaders in our community that can serve as role models (especially those with the same socio and economic background). We would like the students to then take the STRONG test through CSU-Pueblo which is a strengths and inventory test.

The fourth module will help students build a road map to their future self. It would include speakers from PCC and CSU-Pueblo to present avenues for these students after high school. We will help them develop goals and plan for the future and how they can achieve them. Ms. Ones asked if the program will be all online. Mr. Potter answered yes it will. In the future, it may be more of a hybrid program of online and in-person but due to the pandemic we are still imagining it being online for this year. Ms. Gairaud commented that she was proud of our team and thinks this will be a great service to our library community. Ms. White also agreed and thought it looked great.

Your Future Library Fundraising Plan and 2021 Fundraising Plan

Mr. Potter spoke about the fundraising plans for the Rawlings Renovation (Your Future Library Campaign) and fundraising activities for the year. The goal going into the campaign is to have 50% or more of the immediate revenue needed committed or received prior to a public launch.

- In January we will be developing campaign materials and continue to work with larger donors.
- In February we will continue working on the campaign and working with larger donors.
- By March we should have designs illustrating what the new Rawlings Library will look like. March is the month where we would like to plan a public launch with a virtual event. The launch will lead to a heavy PR and social media campaign so the public knows about the renovations planned.
- In early April we will do a full database mailer to donors and stake holders. We hope to gain additional pledges and support.
- In May we will shift our focus for a little bit over to soliciting sponsors for library events.
- In June there will be a final push for fundraising for the current fundraising year (considered by NEH).
- The end of July will be the conclusion of the NEH fundraising period and we will certify gifts and ask for the match.
- In August we would like to do a new/additional author event to conclude summer reading. We would possibly transition our request for the NEA Big Read grant for this event.
- In September we will be following up with All Pueblo Reads sponsors.
- In October we will host All Pueblo Reads.
- November will be the end of year mailer activities.
- In December, even if we are still in a virtual environment, we would like to do the Handmade Holiday Event.

All Pueblo Reads and Booklovers Ball

Mr. Potter reported on All Pueblo Reads and the Booklovers Ball. Highlights for the program included the following:

- In the beginning of 2020 we secured a NEA grant for \$13,000 to bring author Tim O'Brien, author of *The Things They Carried* and the All Pueblo Reads youth author.
- Developed strengthened partnerships CSU-Pueblo, PCC and Districts 60 and 70. We also got the program included as part of the school curriculum.
- We redesigned the All Pueblo Reads Publication (printed them in house) and we reimaged the centralized website so there was a hub that could easily be accessed.
- Partnered with the Center for American Value to host a Veteran's Food Drive at Rawlings. The event had nearly 900 participants. The Center for American Values also helped us to provide four programs as part of the Voices of the Vietnam Era programming. We had 8,900 views as part of that programming.
- Brought youth author Jim O'Connor to two school presentations and were able to offer the program virtually. We had 10,263 students and teachers view that program.

- Tim O'Brian did three programs, a school visit (with 900 views), a public author talk (with 8,371 views), and a talk at the Booklovers Ball. We provided in total 1,683 classroom copies of the book and checked out 5,049 All Pueblo Reads books at the library.
- We had 38,164 total number program video views. Last year we had 38,826 total with partners and the largest year we had 40,365. We should be pretty close to our highest year when partner attendance numbers are included.

As part of our fundraising for the Foundation and the Booklovers Ball we created the Booklovers Ball in a Box, an at-home event. We had NEA grant funds of \$13,000, ticket revenue of \$4,350, donations of \$195, sponsorship revenue of \$15,600, with a grand total income of \$33,145. Expenses totaled \$2,965. Estimated attendance was a little over 200 and 100 boxes were created.

Looking to next year the NEA has made some changes to their grant making program. They have increased their maximum request amount to \$20,000 in funding. The only downside is we now have six books to choose from and only one book has an author that living so we are rethinking All Pueblo Reads. We would like to push NEA Big Read program to an additional author event and open All Pueblo Reads to more of a library program outside of NEA Big Read. We will diversify our fundraisers to include the additional author event, All Pueblo Reads, Handmade Holiday, Outstanding Women Awards (possibly moving it to the Foundation in 2022), continue to do regular mailers (we would like to do three a year) and manage a capital fundraising campaign. We will also be doing an end of year appeal. It will look a little different this year. We want to communicate regularly with our donors and provide a celebration of what we did this year and while looking at plans for the future. Ms. Gairaud asked if we are planning on an Outstanding Women Award event or postponing it. Mr. Potter answered yes we will be doing it but it will look differently from past years but will still be very impactful.

H. Announcements Jessi Ones

There were no new announcements.

I. Old Business Jessi Ones

Updated Roster

An updated roster was also provided in the board packet. Please inform Ms. Madrill of any adjustments that need to be made.

Next Meeting: Wednesday, February 10, 2021

Meeting adjourned at 1:05 p.m.

Respectfully submitted,

Gloria Madrill
Recording Secretary