



APPROVED MINUTES

WCLS Board of Trustees Special Joint Meeting with Whatcom County Library Foundation Trustees

March 14, 2019

Location

Administrative Services 5205 Northwest Drive, Bellingham, WA 98225. (Note: "Library" refers to the Whatcom County Library System—WCLS.)

In Attendance

WCLS Trustees: Marvin Waschke, Chair (arrived at 6:00); June Hahn, Vice Chair; Lori Jump, Board Secretary; Brad Cornwell Absent: Erika Nuerenberg

WCLF Board: Brad Cornwell, Mary Kanikeberg, Dale Kinsley, MaryAnn Kohl, Trish Navarre, Paul Steere, Cat Wallace, Peter Young

Absent: Dick Little

Staff: Christine Perkins, Executive Director; Michael Cox, Deputy Director; Jackie Saul, Director of Finance and Administration; Darcy Riggins-Schmidt, Administrative Assistant; Jennifer Rick, WCLF Development Director

Call to Order

Peter determined quorum of WCLF members and called the WCLF meeting to order at 5:00 p.m. He asked for a motion to approve the January minutes and the February financials. Trish Navarre moved to approve; seconded, approved unanimously.

Christine asked the group to provide brief introductions and descriptions of what they love about WCLS.

Paul noted that one thing he was very impressed with was how smoothly the recent computer system transition was, especially from the perspective of the patrons. He understands that it was likely very challenging for staff, but that it was not apparent from the outside. He also mentioned that the font on the new email notices is a bit small and hard to read.

June officially called the meeting to order for the WCLS Board of Trustees at 5:17 p.m. in Marvin's absence.

Open Public Comment

No public comment.

Fundraising Priorities

Christine directed the group to the agenda packet pages that were focused on WCLF finances. Jenn clarified a discrepancy in one of the calculations from the Branch Out event in 2013.

Christine thanked Brad for his service as WCLF liaison and advised the group that Marvin would be taking that role on again for 2019.

Christine led the group in a discussion about Fundraising Priorities. Ideas were posted on a white board; bullet points are below and a photo of the board is attached (thanks Michael)! Jenn mentioned that roughly 80% of WCLF's funding comes from 20% of its donors.

Funding Needs

1. Endowment
2. Fundraising Expenses
3. Operating Costs
 - a. Staff time (Foundation Development Director)
 - b. Audit
 - c. D&O Insurance
4. Library Grants
 - a. Special Projects
 - b. Innovation Fund
 - c. Annual Programs
 - i. Books for Babies
 - ii. Books Unbound
 - iii. Summer Reading
 - iv. Whatcom READS
5. Capital Projects/Equipment
6. Things WCLS funds cannot be used for

Fundraising Opportunities / Purpose (if designated)

1. 75th Anniversary
2. Branch Out – *Operating*
3. Annual Giving – *General, unless designated*
4. Special Events – *Specific Funding Need (1 time event, targeted i.e. Storyport)*
5. ConnectED Partnerships?
6. Library Giving Day: online, small gifts, and staff payroll deduction opportunity
7. Whatcom READS – presence at surrounding events
8. Event and Program Sponsorships
9. Planned Giving
10. Donor Cultivation/"Friend-Raising"
11. Named Gifts
12. Rent-a-shelf
13. Baby Bonds
14. Sponsorships

Re-Establishing a Political Action Committee

The group viewed a PowerPoint about how political action committees can be useful to support Library elections; discussion followed. It was stated that it can cost \$35,000-\$50,000 or more to wage a successful levy campaign. There was a question about whether there is an imminent levy coming up. Christine replied that there has been no formal discussion about an upcoming levy, nor a date proposed.

Discussion followed and it was pointed out that it would be beneficial to establish a PAC now so that over time funds can be built up for campaign purposes.

Relationship Between the Friends of the Library and the Library Foundation

Christine said that certain WCLS Friends groups are struggling to attract new members. Finding interested people to serve in the necessary administrative and organizational roles, on an ongoing basis, can be especially challenging. The group discussed the article about Friends' groups that was sent out in the packet, and

similarities to the situation facing WCLS. Christine emphasized the valuable and important work that our Friends groups have contributed over the years and WCLS's interest in helping these Friends groups thrive.

Discussion followed on the pros and cons of having an overarching umbrella organization to consolidate the Friends groups, or rather an upturned umbrella that would support them all. Marvin suggested that we follow a federation concept, which would allow the individual groups to maintain their own identity. This would entail establishing an administrative framework to benefit all Friends' groups, sharing responsibilities in the areas that make the most sense. The following points were added to the white board during the discussion:

Umbrella Organization

Pros

- Individual groups could still hold their community specific events but the administrative roles would require one set of people
- Clarifies the "ASK"
- Eliminates duplication of effort
- Fewer meetings
- Can combine efforts to have 1 big book sale
- Tangible way to demonstrative how WCLF can assist Friends Groups

Cons

- We have a lot of Friends groups (10-12)
- We're not a city library like other libraries that have gone this route
- Hard to attract board members
- Not all Friends would be interested

Needs

- Book Sale Coordinator
- 1 Board

Questions/Next Steps

- Discuss idea with current Friends Groups
Bring all Friends' Officers/Presidents together with WCLF board members
Hold two meetings? (East & West County)
- Opt – In basis
- Terminology (WCLF Umbrella Organization, Federation)
- Could integrate with PACs
- What do we want our organization to look like in 10 years?
- Overall Friends' Coordinator?
- Webpage for communication among groups?
- Would WCLS or WCLF support additional hours for Foundation Development Director or other staff to assist with this process?

Next Steps

Christine and Michael will approach Friends' officers about coming to a meeting to start a discussion about their needs and whether joining a Federation style organization with WCLF would be of interest.

Announcements and Adjourn

No further announcements.

Marvin adjourned the meeting at 7:06 p.m.

Signed by Lori

Lori Jump, WCLS Trustee

4/16/19

Date

Signed by Darcy

Darcy Riggins-Schmidt, WCLS