

CHARLOTTE MECKLENBURG LIBRARY  
**FOUNDATION**

**Library Foundation Board**

**Library Foundation Board Meeting  
Main Library  
Dowd Learning Studio  
Monday, March 30, 2015**

**Board Members Present**

Robin Branstrom (Chair), Alan Blumenthal, Jennifer Green, Thom Graham, Molly Griffin, Lee Keesler, Peter Larkin, Linda Lockman-Brooks, Nikki Moore, Sally Robinson(Vice Chair), Holly Welch Stubbing, Darrel Williams, Bill Williamson, Jim Woodward, Martha Yesowitch

**Staff Present**

Karen Beach, Shelley Book, Brittany Bumgarner, Mandy Drakeford, Jenni Gaisbauer, Arden McLaughlin, Angie Myers, Mike Wozniak

**Others Present**

Mark Kutny, Library Legal Counsel, Mary Gallivan, Foundation For The Carolinas

**Board Members Absent**

Pepper Dowd, Bill Gorelick, Julie Lerner Levine, Patty Norman

**Call to Order and Welcome**

Robin Branstrom called the meeting to order at 12:05 pm.

Holly Welch Stubbing introduced Mary Gallivan as the Foundation For The Carolinas newest Vice President and Director of Centers for Giving for non-profit and corporate accounts.

**Approval of Minutes**

Mrs. Branstrom requested a motion to approve the minutes from the October 2, 2014 meeting that had been distributed previously via email. On a motion by Peter Larkin, seconded by Holly Welch Stubbing, the Board unanimously approved the March 30, 2015 meeting minutes.

**Board Governance**

Sally Robinson asked the Board to review the resolution before them that would increase the size of the Foundation Board to 25 Directors.

On the motion by Sally Robinson, seconded by Linda Lockman-Brooks, the Board unanimously approved the resolution increasing the number of Directors to 25.

Sally Robinson also recommended the Board approve the following Executive Officers for the term beginning July 1, 2015:

- Jim Woodward, Chair
- Linda Lockman-Brooks, Vice Chair
- Holly Welch Stubbing, Treasurer/Secretary

On a motion by Sally Robinson, seconded by Molly Griffin, the Board unanimously approved the Library Foundation's Executive Board of Jim Woodward, Chair, Linda Lockman-Brooks, Vice Chair and Holly Welch Stubbing, Treasurer/Secretary for the term beginning July 1, 2015.

Sally Robinson reported the Board of Trustees has approved four new additions to the Foundation Board:

1. Ann Caulkins- President and Publisher of the Charlotte Observer
2. Crawford Pounds- Managing Director of Pricewaterhouse Coopers, LLP
3. Paige Roselle- Publisher of SOCIETY Charlotte magazine
4. Lauren Woodruff- SVP, Charlotte Market Manager at Bank of America

After some discussion on the merits of the new members Jenni Gaisbauer reported that there were still two positions on the Board open and that the Foundation Team along with the Library would work hard to diversify the Board and have better community representation.

Rob Harrington implored the group to work diligently to find minority candidates and fill two remaining vacancies quickly.

### Library Report

Lee Keesler provided a CEO Report on the Library's budget and other major initiatives.

#### Budget Update

- The Library's three budget priorities are:
  - Digital Strategy
    - Digital collections
    - Discovery layer
    - New website
    - New electronic devices for staff and customers
    - Bandwidth
  - Main Library Reinvention
    - Planning is underway by a Main Library Reinvention Advisory Committee. The committee will meet again in April. The group is working with Rodgers Builders on estimates for both a renovation and a re-build.
  - Business Platform
    - Infrastructure

There will be some budget capacity around funding smart, one-time investments however; we should not rely on Mecklenburg County for growth capital. Mecklenburg County is keeping a close eye on the sales tax redistribution issue in Raleigh. This issue has the capacity to change the budget outlook.

### Blueprint Update

The Library, along with County and Board of Trustee partners, is working on *Blueprint*, a plan to guide the Library to the place it needs to be in 10 years. Emily Zimmern recently stated that museums need to be essential or addictive. We want the Library to be essential or addictive to people as well.

### Community Initiatives

The Library wants to be at the table when these three major initiatives are addressed in our community:

1. Digital Inclusion- The Library will provide space for a small group of people leading this charge.
2. 3<sup>rd</sup> Grade Reading- The Library is providing office space for READ Charlotte. Because we are a potential receiver of funds, we cannot serve on the READ Charlotte Governing Board.
3. Economic Mobility- This group is just beginning to mobilize and the Library plans to meet with them soon to see how we may partner to help address this need.

Robin Branstrom requested the Foundation Board receive updates on these issues throughout the year since they only meet twice a year.

### Foundation Report

Jenni Gaisbauer provided the following Foundation updates:

#### Homework

- Asked board members to provide the names of 5 people the Foundation can reach out to during the annual appeal
- Asked board members for their favorite book

#### Financials

- Our goal for 2015 was 1.3MM, we have raised 1.287MM year to date
- 1.287MM includes \$200,000 in endowment earnings. \$86,000 of the \$200,000 came from the unrestricted endowment.
- The Foundation would like to put that \$86,000 towards our expenses that the Library currently pays for.

On a motion by Robin Branstrom and seconded by Jim Woodward, the Charlotte Mecklenburg Library Foundation Board of Directors unanimously agreed to transfer \$86,000 from the Unrestricted Endowment to the Charlotte Mecklenburg Library.

#### Verse & Vino

- Verse & Vino will be held November 5, 2015
- Sheri Lynch will be the MC for the event
- PNC has come aboard as our Presenting Sponsor

- The price for individual tickets will remain \$125.00
- We have added a Book Club Table rate of \$1,500
- There will be no invitations sent this year
- Karen Beach is working on securing the 5 authors. She is currently speaking with Lee Childs, Winston Groome, Dolen Perkins-Valdez and Gregory McGuire

#### EpicFest

- This will be the first year of EpicFest, a companion event to Verse & Vino, held on Friday November 6 and Saturday, November 7
- It is a free literary festival for children and families to encourage a love of reading
- We hope this event will connect attendees to the Library
- The Presenting Sponsor will be Wells Fargo

#### Fundraising Summit

- The Library Foundation will be holding a one-day, Fundraising Summit at Foundation For The Carolinas on Friday, May 15
- The presenting sponsor will be Duke Energy

#### Get Ready With Words

- PNC funding provides for Get Ready With Words
- Currently serving 2 neighborhoods, Montclair and Grier Heights
- Event at Montclair drew 35 families
- Next event will be April 22 if anyone would like to attend

#### Capital Campaign

- Jenni Gaisbauer and Karen Beach attended a Capital Campaign Summit in Chicago to ensure the Foundation is ready for a capital campaign
- Summit has energized the team
- Foundation team will be working with Kristin Hills Bradberry as a consultant for the capital campaign
- Realized we may not have the breadth of donor base we need
- Believe that we have strong corporate support
- Would like to raise \$20MM-\$30MM

#### Special Announcement

Jim Woodward paid special tribute to Sally Robinson and Robin Branstrom, two tireless supporters of the Library and Library foundation. He thanked them for their dedication and hard work on behalf of their community and thanked them for their service as the leaders of the Library Foundation Board of Directors.

#### Other Business

Jenni Gaisbauer announced that Jennifer Green's team at PNC will be holding an exciting event for our donors on June 2. Jennifer Green commented that it will be a special night to thank the Board of Directors and the Library's donors.

After some discussion around possible funding options for the Main Library Reinvention the group was dismissed to the IdeaBox for a presentation of the 3-D printers and laser cutters.

There being no further business, Ms. Branstrom asked for a motion to adjourn the meeting. On a motion by Molly Griffin, seconded by Peter Larkin, the meeting adjourned at 1:39 pm.