

CHARLOTTE MECKLENBURG LIBRARY
FOUNDATION

Library Foundation Board

**Library Foundation Board Meeting
UNCC Center City Campus
Room 901
Thursday, October 8, 2015, Noon-1:30pm**

Board Members Present

Robin Branstrom, Alan Blumenthal, Pepper Dowd, Bill Gorelick, Jennifer Green, Thom Graham, Molly Griffin, Lee Keesler, Helen Kimbrough, Crawford Pounds, Linda Lockman-Brooks (Vice Chair), Heather McCullough, Sally Robinson, Holly Welch Stubbing, Darrel Williams, Bill Williamson, Lauren Woodruff, Jim Woodward (Chair), Martha Yesowitch

Staff Present

Karen Beach, Shelley Book, Mandy Drakeford, Jenni Gaisbauer, Angie Myers, Peter Larkin

Others Present

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

Board Members Absent

Ann Caulkins, Peter Larkin, Julie Lerner Levine, Patty Norman, Paige Roselle

Call to Order and Welcome

Jim Woodward called the meeting to order at 12:19 pm.

Approval of Minutes

Mr. Woodward requested a motion to approve the minutes from the March 30, 2015 meeting that had been distributed previously via email. On a motion by Darrel Williams, seconded by Robin Branstrom, the Board unanimously approved the March 30, 2015 meeting minutes.

Board Governance

Linda Lockman-Brooks introduced the following new Board Members:

- Helen Kimbrough--- Author and Marketing & Sales Professional
- Crawford Pounds--- Managing Director of PwC, LLP
- Lauren Woodruff--- SVP, Charlotte Market Manager at Bank of America

Mrs. Lockman Brooks also announced that Ann Caulkins, President and Publisher of the Charlotte Observer, and Paige Roselle, former Publisher of SOCIETY Charlotte magazine, would be joining the Board but were unable to attend the meeting.

Moment of Engagement

Each meeting attendee gave their name, hometown and described their first job. Linda Lockman-Brooks commented on the diversity and vast array of expertise of the people serving on the Foundation Board.

Library Report

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

Digital Strategy

- The Library's new website has launched and is greatly improved
- Discovery layer is being implemented. Will provide for improved opportunities for on-line communities, single sign-on and new Library app.

Main Library Reinvention

- Work is currently underway on design and usage of entire block along with our partners from Mecklenburg County and Blumenthal Performing Arts. Looking at the "Knowledge Quarter" in London for inspiration and as a model.

Budget

- The cap for state funding was removed this year allowing the Charlotte Mecklenburg Library to receive more state funds.
- The Library received \$472,000 from the ABC Board. This is the highest amount we have ever received.
- For the last few years the Library has been able to reallocate unused funds that were earmarked for salaries to purchase books and materials. Going forward, the Library should not count on this fund reallocation.

Blueprint

- 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. This process will wrap up in the spring and we will know better, how we plan to serve the community in 2025.

ONE Access

- There are currently 9,998 new Library users who have signed-up through the ONE Access initiative. ONE Access is a strategic initiative between the Library and CMS that aims to help ensure student success by giving CMS students access to Library materials using only their student ID.

Morrison Renovation

- Morrison will close in May of 2016 for approximately 18 months while renovations are completed.

Foundation Report

Jenni Gaisbauer provided the following Foundation updates:

New Employee

- The Library Foundation has hired Teleia White for the Director of Individual Giving. Teleia will start at the end of October.
- Ms. White previously worked for Winthrop University as the Senior Director of Development where she cultivated, solicited, and stewarded major and planned giving donors.

Top 10 Accomplishments for FY 2015

1. Exceeded fundraising goal for the second consecutive year. Goal was \$1.3MM and the Foundation raised more than \$1.47MM
2. Foundation retained 51% of its donors, acquired 275 new donors, and 37% of donations were made online, more than doubling the last two years. Donors who donate \$1,000+ annually increased from 103 to 132
3. Exceeded all expectation for *Verse & Vino*. Our attendance goal was 600 people; event hit capacity with 850 people attending and netted \$125,000 for the Library
4. Established Library Foundation as leader in community and industry by planning and hosting a fundraising summit for Library professionals. The summit was hosted at the Foundation For The Carolinas and was attended by 75 people (50 from NC/ 25 from SC)
5. Secured four (4) additional Dewey Circle commitments and one gift was realized, valued at \$7,000
6. Secured several major grants, including \$1MM grant from PNC for the Library, Discovery Place and Community School of the Arts to partner on a vocabulary initiative for two years in Grier Heights and Montclair South neighborhoods. Library is serving as the lead partner
7. Created *EpicFest*, a new, free, family literary festival with Jim Preston and family. Secured \$75K in corporate sponsorship support in FY2015
8. New partnership with Habitat for Humanity (HFH), Friends Council, and Knight Foundation resulting in 25 Little Free Libraries (LFL) in HFH communities over the next two years
9. Foundation Board approved six additional director positions, growing the board from 19 to 25 members. Successfully recruited 5 new directors, with one additional spot open
10. Contracted with Kristin Hills Bradberry for the Library's upcoming capital/endowment campaign for a new Main Library. Much of the planning phase was completed during the last quarter of FY2015

Strategic Goals for FY 2016

1. Raise \$1.4MM in gifts, pledges and endowment earnings
2. Complete planning phase of the capital campaign
3. Increase donor retention (150 members) and Carnegie Circle membership (13 members) by 10%
4. Leverage major community and financial partnerships to increase access to and visibility of the Library (ex: *EpicFest*, Read Charlotte and Wells Fargo)

Mandy Drakeford provided an update on Verse & Vino:

- Verse & Vino will be held November 5, 2015 in the Crown Ballroom at The Charlotte Convention Center
- Sheri Lynch will be the MC for the event and the honorary co-chairs are Dean Diorio and Dr. Ronald Carter
- Authors are Karen Slaughter, Chris Bohjalian, T.J. English, Dolen Perkins-Valdez and Gregory McGuire
- Currently have close to 900 registrants, our goal for this year is 1,000
- There will be a "soft-ask" in the room at Verse & Vino, mostly for donor acquisition.

Karen Beach provided an update on EpicFest:

- This will be the first year of EpicFest, a companion event to Verse & Vino, held on Friday November 6 and Saturday, November 7
- Created to remember and honor Elizabeth "Libby" Preston's passion for reading
- EpicFest is a free literary festival designed to connect families, children, and teens to the library, while strengthening and instilling a love of reading
- The Presenting Sponsor is Wells Fargo
- 19 CMS schools will be visited on Friday
- There will be a family engagement workshop at the Beatties Ford Road Library with Byron Garrett
- Saturday is the public festival from 10:00am to 4:00pm at ImaginOn

- Authors will do readings and books signings, there will be a book give-away, game truck, Lego building, family cooking, early learning stations, coffee house, robotics and photo booths
- There will be a family concert from 3-4pm
- Authors Matt Myers, Claudia Mills, Carole Boston Weatherford, Maya Van Wagenen, Tad Hills, Brendan Reichs, Lauren Oliver, Melissa Thomson and Sheila Turnage will be attending

Financial Update

Holly Welch-Stubbing and Mary Gallivan from Foundation For The Carolinas (FFTC) provided PowerPoint (Attachment 1) and reviewed the following:

- Library Foundation Funds
- Current Asset Strategies
- Historical Market Context
- FFTC Investment Committee Update
- Investment Returns by Strategy

Holly Welch-Stubbing introduced the conversation regarding how much money the Foundation should move from their general fund into the unrestricted endowment on an annual basis. As a starting point to the conversation she recommended the Board consider moving 10% into the endowment.

After some discussion Linda Lockman-Brooks recommended the FFTC and Foundation Staff put together several scenarios and will revisit the discussion at the next meeting in March 2016.

There being no further business, Mr. Woodward asked for a motion to adjourn the meeting. On a motion by Sally Robinson, seconded by Crawford Pounds, the meeting adjourned at 1:39 pm.