

**NCL District Board & NCL Foundation Board
Joint Meeting Minutes
February 28, 2018**

1. Call to Order – 6:35 p.m.
2. Roll Call – Andrea Begin, Dana Edwards, Karen Fletcher, Morgan Gates, Rick Rudstrom, Scarlett Ponton de Dutton, John Adler, Jay Mann, Christy Howe, Linda Hurth, Patrick Weeks, Rudi Rankin

Absent (excused) – Lucy Stroock, Lisa Ryder, Linda Bukatko, Randy Sachter, Kathy Guyton, Molly Melamed

3. Public Comment
 - a. Presentation by the Nederland Historical Society. Emmit Hoyl, a representative from the Nederland Historical Society Board, mentioned that the Board recently made a big decision to sell the three empty lots behind the Mining Museum (listed at \$435K for 11,000 sq. ft.). They are selling the property to raise money to accomplish the following: 1) build a fence around the cemetery, 2) improve the Bryant House so it can provide services to the community moving forward, and 3) propose a partnership with the Nederland Library to create an addition that would be a historic wing of the library where they can store all of the Nederland Historical Society's historical documents and provide a way for the Public to view them.

At today's meeting, Emmit wanted to see if there was interest from the District Board to make this happen. If so, the Historical Society would provide a large portion of the proceeds of the land sale to help fund part of the addition. It would not likely cover the entire cost of the wing, so there would need to be additional fundraising through grants and private donations, which they can assist the library in securing. Their timeline for project completion is the next 3-5 years.

What is included in the historical documents is mostly thousands of photographs, documents and artifacts from private collections donated to the Nederland Historical Society over the years. Currently, these documents are sitting in storage (taking up roughly 80 sq. ft.) and have not yet been digitized. The Historical Society is looking for approximately 500 sq. ft. of space which would include a desk for people who want to view the documents. On a separate note, they also plan to host an event at the Community Center soon to display some of the photographs.

Jay and Christy suggested that the District Board decide on whether there is interest in exploring this proposal. Karen asked the District Board for their feedback. John said the proposal sounds interesting but he would like to reflect on it further. Jay asked Hoyle to come back with additional information on the proposed space requirements and ballpark costs. Motion by Andrea to ask the Nederland Historical

Society to further research this proposal, and for the District Board to continue to explore and discuss ideas for the proposed Historical Wing, second by John; motion carried.

4. District Business

- a. Approval of new Library District Board Members
 - Karen moved to approve Morgan Gates to be an ex-officio member of the NCL District Board, second by Dana; motion carried.
 - Karen moved to approve Scarlett Ponton de Dutton to be a board member of the NCL District Board, second by Dana; motion carried.
 - Karen moved to approve Rick Rudstrom to be a board member of the NCL District Board, second by Dana; motion carried.
- b. Renew Existing Members - Karen mentioned that she is still interested in being President for another year. Motion by Andrea, second by John; motion carried.
- c. Second DSL Line – Jay mentioned that because the library internet has been slow, he researched Fiber and it appears to be cost prohibitive at \$800/month (not including installation. As an alternative, he proposed adding a second DSL line (adding 20MB) for \$65/month for a 2-year period. If the Library does not enter a contract then the price would jump to \$145/month. Jay recommends that the library sign up for a 2-year contract given the savings. Since he can cover this amount within his budget he doesn't need Board approval to make this decision but wanted to keep them informed.

In addition to internet speed, Jay said that it's now time to hire IT support/consultant for the library. He researched various companies in Boulder, including the existing vendor, Applied Trust, who has been helping the library for free since they originally set-up the system. Applied Trust is the cheapest vendor and they mentioned they can give 4-5 hours free but would need to set-up a contract afterwards for the non-profit rate of \$95/hour. Jay asked the Board for approval to sign a contract with Applied Trust at this rate. Motion by Karen to approve entering in a contract with Applied Trust to be the library's IT support, second by Rick; motion carried.

5. Joint Business

- a. Jacqueline Murphy from the Colorado State Library called into the meeting to present and answer questions on Board roles and responsibilities. She reviewed a "Roles and Responsibilities" document and described the main differences between the Library Director, the Board of Trustees and the Friends/Foundation members. For example, the main distinction between the Director and the Board of Trustees is that Library Trustees are responsible for developing the strategic direction and policies for the Library, whereas the Library Director is responsible for helping to implement the policies. Friends/Foundation members can support the Library Director and Board of Trustees by being a stakeholder that represents community needs.

When it comes to marketing, the Trustees are responsible for ensuring that the library has an active marketing program. Karen asked for clarification on this topic and Jacqueline mentioned that when the Board drafts its strategic plan, there should be areas included for marketing communications. The Trustees don't need to come up with the marketing plan itself, but they should have ideas on what to include for marketing and then assign a task force to put the full marketing plan together. Friends and Foundations (if they have the capacity) can expand on the library's marketing and advocacy. Jacqueline mentioned that the CO Public Library has standards on this subject, which she'll pass along.

John asked if there's anything coming down the pipe from a CO Public Library perspective that could affect their policies. Jacqueline mentioned there are always new laws impacting public spaces. While she's not aware of anything specific at the moment, the District Board may want to keep an eye out for things such as gun control laws. She referred to the CO Public Library's Policy Bank as a good resource to start with to monitor whether you need to change library policies based on new laws.

One area of policy that Jacqueline did want the District Board to be aware of is the Open Meeting (Sunshine) law and the Executive Sessions provision. If you have a quorum of 3 board members, you are subject to the open meetings law. The Open Meeting (Sunshine) law has not caught up with the way we do business electronically—specifically with the pitfalls around emails. She provided Jay with best practices and sample language that he will send to District Board members for reference. For example, do not “reply all” on email because you can inadvertently trigger the open meeting law. Executive Sessions are private meetings held for discussing personnel or negotiating a financial transaction. Generally, she encourages Boards to use the Executive Session provision sparingly.

Jay mentioned that the Foundation Board has asked if there are best practices related to improving communication between the District Board and library Foundation. Jacqueline mentioned that in her experience, what we are currently doing is more than what she has seen at other places. For example, allotting time in each meeting to give a quick report from an alternating liaison is a good practice for improving communications.

Christy said the word “outreach” has come up in discussion numerous times and she's not sure if everyone has the same definition of the word. She wondered if Jacqueline could clarify the Foundation's role as it relates to outreach, marketing and programming. Jacqueline mentioned that in the “Friends Handbook”, there is a section on advocacy. In it, they describe advocating for the library can be demonstrated in simple ways. For example, if you're working on a book sale, then you are advocating for the library. If you attend a budget meeting and enter a public comment, then you could be advocating for the library. Or if you write a letter to State officials to support the library, then you are also advocating. She mentioned this last example is low hanging fruit and couldn't be more pertinent now as the

current Presidential administration has proposed eliminating library funding. But beyond these concrete examples, knowing what programs will enrich the community and knowing how to best serve the community are important contributions from Friends/Foundations. For example, garden programs, music and art, local history/genealogy, discussion groups, book/author luncheons are the types of programming that Friends groups can do.

Christy asked if programming is typically something that Foundations do? Jacqueline said it depends on what part of the state you're in and what are the resources available to Friends groups. In the case of the Denver library's Friends Group, they put on a lot of events. Generally, though Friends and Foundations represent the fundraising arm of the library. Friends groups usually fundraise for things within the library. Foundations tend to fundraise for brick and mortar projects. Marketing can be something that Friends support, depending on their resources. At small libraries, Friends might staff tables at Health Fairs or they might help with public relations. Because Friends are the library's chief advocates—often talking about the library's goals and mission with community members—they end up naturally doing some marketing. At bigger libraries, Friends groups often have their own PR and marketing people. It all depends on the library and the available resources.

As a follow-up, Jacqueline said they just redid a handbook for Library Trustees that she'll pass along to the District Board, in addition to a link to policy samples and standards.

- b. Marketing plan discussion with Kim Newcomer (Slate Communications) – Kim introduced herself and provided an overview of the marketing outreach plan that Slate Communications will complete. The goal for tonight's kick-off meeting is to get feedback from both Boards on outreach strategies, community perceptions and the proposed survey. The end deliverable is a communications plan that aligns with the library's strategic plan and helps improve engagement and participation with library patrons and non-patrons. She mentioned that as we create the marketing plan, most of the implementation work will fall on the library and its trustees. But perhaps they can include a section on suggested tactics that the Foundation can also support. She caveated that for this project, Slate's scope is mainly communications and not the operations of the library.

She also presented a project timeline. John asked at the end of timeline (roughly 6-months from now), how will we know the strategy is delivered and working? There was some discussion at the end about what defines success. Is it patronage? Traffic to website? Getting more people to attend library programming? It seems further work will need to be done to determine the key metrics that will be included in the plan to measure success against.

The first phase of the plan (March/April) is reserved for research, which includes face-to-face meeting with both boards, pop-up interviews around town and an online

survey. The intent is to collect feedback from the community to get a clearer picture of the different user groups and their wants/needs. She asked for suggestions on where to target non-library patrons around town. The suggestions included: Post office, Saturday mornings at the Community Center Food Bank & Clothes Closet, restaurants around town like James Peak, Very Nice Brewery, Salto, Crosscut, the neighborhood app called Next Door, Nederland Facebook Groups, The Hub/Women's Entrepreneurs Group. In addition, Kim wants individual feedback from both the District Board and Foundation Board members. Jay will email the group her questions, and you can reply directly to Kim.

We reviewed the online survey questionnaire. It was suggested that we add in a question about programming to determine what people are interested in. As a next step, Kim will revise the online survey and put together a research plan for the pop-up interviews around town, so she can get volunteers from both Boards to help the Slate Communications team collect more community responses.

- c. Discussion of District's 2018 wish list for Foundation funding—the District asked the Foundation to consider funding a marquee/sign for the library, Children's programming, Grounds maintenance in the Spring and Book Club kits that patrons can check out. Christy mentioned the foundation has allocated \$3-4K to support the children's summer reading program, but there is potentially more money that can be allocated to support other things. She asked that Jay email her costs and timeframes before the next Foundation Board meeting, so she can review the ideas with the Board and determine if they can support anything else.
- d. Discuss ways to maintain strong communication between the boards – Christy suggested that we continue alternating liaisons at Board meetings and include an agenda item for a liaison report-out. For the March meeting, it's the District's turn to send a liaison. New District board member, Scarlett will attend the Foundation board meeting on March 21st from 6:00-7:30PM.

Everyone agreed that having a Joint Board meeting at least once a year was useful, and it was proposed that we keep it to February. In addition, the Historical Society Library Wing proposal might warrant more joint meetings. However, Andrea suggested that instead of hosting more joint meetings to explore this proposal, we appoint 2 volunteers from each board to form a joint working committee.

Lastly, Christy suggested that we should continue sharing each group's meeting minutes, as well as have the Library Director give a report at the foundation board meetings.

- e. Forum for Q&A – Christy asked how we should handle approving and distributing the minutes from this Joint Board meeting. It was suggested that Rudi email the minutes to Jay, Karen and Christy for review first.
6. Adjournment – Motion by Karen, second by Christy; adjourned at 9:00PM.

Respectfully submitted,

Rudi Rankin

3/19/18