

NORTH VALLEY
PUBLIC LIBRARY

PUBLIC NOTICE:

Board of Trustees Meeting

Wednesday, Sept 18, 2019 at 3 p.m. in the Library

Meetings are open to the public.

- Call to Order/Roll Call
- Public Comment
- Approval of Minutes
- Finances
 - ❖ Statement of Revenue – Budget vs. Actual
 - ❖ Statement of Expenditure – Budget vs. Actual
 - ❖ Cash Report
- New Business
 - ❖ Employment agreement with the Director
 - ❖ Professional Rug Cleaning
 - ❖ CBA & Mobile Print for copier – Shall I continue to pursue this for the library
- Guests
 - ❖ Presentation on a capital campaign by Karl Olson, Missoula Public Library Foundation & Kevin Wallace with Campaign Counsel 3:30 pm
- Ongoing & Unfinished Business
 - ❖ Building renovation decisions, including renovation of Maker Space Room
- Public Comment
- Board/Director Announcements & Comments
- Adjournment

208 Main St., Stevensville, MT 59870, 406-777-5061

northvalleylibrary.org

Monday – Friday 10 a.m. to 7 p.m.

Saturday 10 a.m. to 5 p.m.

North Valley Public Library
Minutes Board of Trustees Meeting
Wednesday, September 18, 2019 at 3 p.m. in the Library

Call to Order/Roll Call

The meeting was called to order at 3:02 p.m.

Present:

Caitlin Dunn, Board Member
Victoria Howell, Board Chairman
Dianne Snedigar, Board Member

Leon Theroux, Board Member
Kim Tiplady, Board Member
Denise Ard, Director

Guests

Amy Horlacher, Foundation President; Donna Bainbridge, Foundation Board member.

Presentation Guests Karl Olson, Missoula Public Library; Kevin Wallace, CampaignCounsel.org; Carlyn Runnels, CampaignCounsel.org

Public Comment

No public were in attendance so there was no public comment.

Approval of Minutes

Dianne motioned to approve the minutes of the August 21 and September 5. Kim seconded the motion. The motion was approved unanimously.

Finances

Victoria asked why the Foundation was only giving \$360.78. The Foundation will pay directly vendors directly for gifts to the library. Leon asked why the overdue fines 346071 had so much more than the anticipated revenue. Denise said it may have been meant for lost and damaged fines 346070 and she would investigate. Leon asked why computer equipment (262) was already 43% spent. Denise said they purchased a new server. Leon asked why 313 OneCall was 50% spent. Denise said we bought a bank of phone calls once or twice a year. 393 OCLC is an annual fee. Caitlin moved to accept the financial statements. Dianne seconded the motion. The motion was approved unanimously.

New Business

- Employment Agreement with the Director

Leon moved to accept the updated employment agreement with the director. Kim seconded the motion. The motion was approved unanimously.

- Professional Rug Cleaning

Leon said he did not want the library to close for cleaning of the carpet. Dianne said they clean her bank branch and they can do it after hours. Victoria motioned to have all the library carpets professional cleaned by Tim's Cleaner Carpets. Dianne seconded the motion. The motion was approved unanimously.

- CBA & Mobile Print for copies

It was decided not to pursue this further at this time. May revisit if a stronger need arises.

Guests

In collaboration with the Board of Trustees, the NVPL Foundation asked the Foundation President of Missoula Public Library if he would talk about the Missoula Public Library's successful capital campaign. His presentation was titled *Building Campaign Basics & Must-Haves*. Karl Olson invited the Campaign Counsel to joint present. *See Addendum at end of minutes for notes*

Ongoing Business

Dianne made a motion to pursue the Maker Space project, getting an updated estimate from Bryan Bauder to include bot the north wall framing and insulation as well as door to the MakerSpace and new electrical box. Kim seconded the motion. The motion was approved unanimously.

Public Comment

No public joined the meeting so there was no public comment.

Board/Director Announcements & Comments

One of the subs resigned. Denise found a qualified person to fulfill the position as adult services specialist.

Leon said he noticed that Denise had removed the room location from the agenda. Denise said it was because one time they did not meet in the correct room of the library so did not want to be illegally having a meeting when it was incorrect on the agenda, and the library was small so they could ask at the front desk. Leon said he wanted it back on the agenda.

Adjournment

Dianne moved to adjourn the meeting at 5:18. Kim seconded the motion. The motion was approved unanimously.

Minutes by Caitlin Dunn and Denise E. Ard.

Addendum

Building Campaign Basics & Must-Haves (Capital Campaign Presentation)

By Karl Olson, Missoula Public Library; Kevin Wallace, CampaignCounsel.org; Carlyn Runnels, CampaignCounsel.org

Denise Ard & Caitlin Dunn Notes:

Missoula started the process over a decade ago.

2010 they had a site assessment. It showed that a new building was needed.

2014 a feasibility assessment to tap into the community to see the supported for it.

2015 they launched a quiet capital campaign. They brought in third party for the capital campaign.

2016 they started a political campaign to pass a bond. In conjunction they had an education campaign by the library staff.

2017 voters passed the bond by 59%, which is considered a landslide. The building is currently under construction. Karl said they did not have experience in fundraising so had to learn.

Karl said before you launch any campaign you must have a vision. It is important not to lose your brand. "At the core we are a library and people love libraries." The Missoula vision committee was the Director, The Foundation, Friends and community groups. They packaged it to the board but the board did not vote on it.

The vision must be a compelling message. What do you want to become? There needs to be something voters can hold onto. Partnerships and collaborations are important but remember you are a library. People love libraries.

Coordinating. There must be three different campaigns and **vision** in the center of all of them.

- Capital
- Political
- Education

1.) *Feasibility study*. Costs \$15,000-\$20,000 flat rate. Talk to shapers. Sometimes you will find out after the feasibility study that you can't do it.

- a. Make sure everyone is on board. Internal commitment.
- b. Community leader feedback. External commitment.
- c. A plan.

2.) *Commitment*. Internal - Do you want to do this? Benefit – What does the community get from it? Everyone has to be on the same page.

3.) *Capacity*. How much money can be raised? Capacity of board, staff and community to give. Is there enough philanthropy towards the Library? Sometimes you just need the one. 3rd party is very valuable.

Capital Campaign 11-12 wealthy individuals can make a building campaign possible. Need to approach big donors. When approaching big donors need to speak about 1.) Return on investment. 2.) Memorialize 3.) Legacies.

Educational Campaign

The education campaign is done by the library staff. One message, many formats. Tell your story in 3-5 topics. Don't flood with too much information or too many messages. Simple is best. The vision provides the message. Choose what matters most to the community. Never talk about library's needs, talk about community needs. Spread by local news story, take it to local areas, social media. Put the vision into market strategy. Library in-house saturation. Promote the library. People enjoy seeing the library's inner working so pull back the veil.

Political Campaign

Authority surveys and polls. Bond campaign, paid poll. Chat with those in politics, mayor, county etc.
Bond committee 501c3 PAC. DO NOT USE LIBRARY RESOURCES! ILLEGAL.

Recommended that you have some funds upfront to start the process. \$60,000 was a rough estimate number that was mentioned. Keep things separate and complete. Bring professionals in. Final words of wisdom, don't let zeros scare you.

Amy Horlacher Notes:

Missoula Library experience:

2010 site assessment for architecture, engagement, library expansion

2014 began planning and organizing-feasibility study to see what level of support existed in the community

2014 began quiet capital campaign

2016 Political campaign for bond-passed by landslide

Cost for new building \$37,408,303 bond raised \$30,000,000 and library foundation committed to raising \$6,000,000 and library added approximately \$1,000,000

MLF board did not have any experience in fundraising

MUST HAVE a vision-what do we want to become and a mission-how are we meeting needs: The people making this happen need to be inspired

We already have a fabulous brand—at our core, we are a library and libraries are always supported. (Best Little Library)

Some new visions they had to adopt included partnerships/collaborations, specialized spaces and interactions

3 Parts to successful fundraising:

1. Capital Campaign (MPL was All Under One Roof)—identify local philanthropists
2. Political/Bond—must be separate and follow legal parameters
3. Educational Campaign (MPL was Room to Learn, Share and Grow)

Target audiences based on eligible voters, donators give \$ because..., know library needs and services

3 steps to start:

1. Feasibility study-3rd party recommended to determine the following
 - a. What \$ you can raise and helps identify wealthy individuals who give a lot of \$
Internally everyone must be behind it (staff, foundation, board, etc.)
 - b. Externally they will talk to opinion leaders in the community and get feedback
 - c. 3rd party gives clients (us) a plan on whether any project can be done, what project has the best chance of success and how it can be done.
2. Commitment
 - a. Internally—must have honesty, do you want to do this, all players must be all in
 - b. Must know needs of library
 - c. Community will want to know benefit to them (i.e.—improve families and community)
 - d. CLEAR and CONCISE MESSAGING
3. Capacity
 - a. How much can the community raise?
 - b. Is there enough philanthropy? (this can be 1 key person)
 - c. Can staff handle what's involved? Including giving?
 - d. Who can we bring in and what doors can we open?

Kevin highly recommended bringing in a third party to make assessments, says they could not have done it themselves

Campaigns:

1. Education Campaign

- a. Learn to tell library's story (utilize vision)
 - b. 1 message, many formats
 - i. Visual themes and sound bites
 - ii. 3-5 topics to emphasize (must be community oriented)
 - c. Keep message simple and don't worry about repetition
 - d. What messages are most persuasive? (MPL was early childhood education, internet access and space)
2. Marketing Strategy
- a. Keep framework in mind
 - b. Library staff key to being education campaign mouthpieces
 - c. In house library saturation of promoting vision
 - d. Turn pieces of vision to media, social media, community events (i.e. farmers market, creamery picnic, First Fridays)
3. Political Campaign
- a. Focused lobbying—what are the lines of authority, who makes the decision to put bond on ballot
 - b. Invest in a consultant—bring in professionals to save grief and time
 - c. Start building connections now

Question and Answer session:

How did you come to a unified vision? Had vision committee which included library director, foundation president, trustees board member

Who was on the bond committee? Library director, foundation director, volunteers from the community. Must create a PAC (political action committee) and cannot use library.

When and who takes 1st step to pull trigger? Trustees and foundation work to move support together. Certain decision points are

- 1. When to bring someone in
- 2. 2-4 months for assessment (Feasibility study important to making other decisions)
- 3. 2 year capital campaign approx.
- 4. Bond campaign—mill levy vs. bond

Need to invest to make things happen---Need to have \$ to start down this road: Cost of consultant? Campaign Counsel charges flat service fee (approx. \$15,000-\$20,000) Have faith that all works out.

Need key people to financially make this happen. Who can approach wealthy donors?

State funds available for grants for assessments and bricks and mortar costs

Possible collaboration sources:

Stevi museum, Fort Owen, St. Mary's Mission, Salish/Kooteni, Spectrum, Bitterroot College/U of M, Tech Center, Literacy Center