

Louisville Free Public Library Foundation
Board Meeting Minutes

Tuesday, February 19, 2019 – Main Branch, Centennial Room

Board Chair Steve Gault called the meeting to order at 12:06 p.m. A quorum was present.

Mr. Gault welcomed Ignite Louisville Team LouCity7 team members Lauren Hitron, Angela Champion Sprowl, Jason Miles, and Jason White.

Consent Agenda: The consent agenda, consisting of the approval of the November 27, 2018 minutes and reports from the Finance and Audit Committee and the Development Committee, was approved.

Sandy Wilson asked about the asset allocation of the Foundation's investments. Bill Dunbar noted that the current allocation is 70% in equities and 30% in fixed income.

Board Education Series: The Ignite Louisville LouCity7 Team is working with Library Foundation, Friends of the Library, and LFPL program representatives for six months with a goal of increasing the Foundation's ability to engage and fundraise with a broader community (particularly a younger demographic) around Louisville Free Public Library's existing programs. The Ignite Louisville LouCity7 Team gave a brief update on the project goals and objectives and discussed the project's scope and deliverables in which they highlighted events, a monthly giving program, a young professional's advisory committee, and communications and social media.

Finance and Audit Committee Report: Controller Susan Nicholson noted that there are two copies of the IRS form 990, one that includes Schedule B (a list of top donors) and the public disclosure copy that does not contain donor information. The full form with Schedule B was emailed to the entire board for review per form instructions. The form will be filed on February 22, 2019.

Development Committee Report: Committee Chair Patty Payette thanked the board members who have made their FY19 contributions. She informed them that the Foundation will send a donor giving report to each board member via email soon. Dr. Payette asked that those who have not given consider making their FY19 contributions prior to the next meeting in May so that the Foundation can report 100% board giving before the fiscal year ends. Dr. Payette noted that the unrestricted giving has increased and that the Foundation had a big surge of lapsed donors return as donors this year. Executive Director Chandra Gordon noted that one reason unrestricted giving has increased is because donors have completed their commitments to the Northeast Regional Capital Campaign and returned to giving unrestricted gifts.

Governance and Nominating Report: Committee Chair Dot Ridings noted that she has requested that the Board Chair find a replacement for her as chair of the Governance and Nominating Committee. She thanked the board and the committee for their past and continued good work. Ms. Gordon noted that several members of the Governance and Nominating Committee met with board prospect Kathryn Luttner. Ms. Luttner works in communications at Yum! and Callie Wall noted that she is enthusiastic and will bring a much needed skill set in PR

and Marketing to the Foundation Board. Ms. Ridings, on behalf of the Governance and Nominating Committee, recommended the election of Kathryn Luttner for a three-year term ending in February 2022. Motion to nominate Kathryn Luttner to the Foundation Board of Directors was approved.

Executive Director's Report: Executive Director Chandra Gordon reported on the Foundation's five strategic goals as follows:

- **Fundraising:** Two recent gifts enabled the completion of the \$3.8 million Northeast Regional Campaign: an estate gift of \$250,000 and a donation of \$75k from Republic Bank.
- **Grant-making:** the Foundation created a form that enables LFPL and the Foundation to strategically identify sources of revenue for programs and services including the Foundation, Library Advisory Commission, the Friends of the Library, and Metro Government. The library is currently working on priorities for funding.
- **Communication:** The Foundation continues to work with Current 360 for web hosting, Google grant ad management, and special projects, including the recently created monthly recurring gift section on the Foundation website donate pages. The Foundation did not renew the social media management contract with Current 360, as their work did not meet the identified needs of the organization.
- **Operational Excellence:** Ms. Gordon reported that the Library Foundation, through internal evaluation, determined three areas of greatest opportunity and challenge in terms of staff capacity. They are PR/marketing, volunteer/program management, and corporate relationship management. It was determined that the corporate relationship management effort provided the most opportunity for growth, both in philanthropic support and operational dollars for further Foundation capacity building. With that in mind, and after consultation with LFPL and Foundation Leadership, the Foundation submitted a proposal to the Gheens Foundation for funding of a Corporate Relationship Management position. The proposal was partially funded at \$50k of the \$87.5k needed to fund the position for one full year. The Executive committee recommended the board include \$37.5k in additional operation funds in the next budget to cover the cost of one full year for the position. She opened the floor to questions.
 - Questions: What are the benchmarks of the position above and beyond raising enough funds to cover salary? \$400,000
 - Is the salary high enough to attract a high level and skilled professional? Yes
 - What is the minimum level of success to fund a second year of employment? \$87,500

Ms. Gordon noted that in addition to salary and benefits of the position, having access to the Foundation board is an added benefit in its own right and asked that the board be engaged in making connections in the business community. Mike Ash noted that a corporate giving manager must be cognizant of sponsorship opportunities, the Community Reinvestment Act, corporate budget cycles, and the challenges of raising funds for a publicly funded institution.

Ms. Gordon asked the board to approve the funding of a Corporate Giving Manager position for fiscal year 2020 in the amount of \$37,500, to be combined with the \$50,000

Gheens Foundation grant for a total of \$87,500 total annual cost. The board unanimously approved the resolution.

- **Advocacy:** Café Louie schedules were provided in meeting handouts. A larger discussion on advocacy will happen during the Library Director and Friends of the Library reports.

Library Director's Report: Interim Director Lee Burchfield noted that there will be an opening date for NERL announced soon, the St. Matthews grand reopening will be on May 9th, and the library had a great turnout (between 400 – 500 patrons) for the Louisville Mix Hip Hop event. Mr. Burchfield also reported that the Mayor made an announcement about the possibility of “devastating” cuts to the city budget due to the state pension obligation and reviewed the budget forecast infographic of the forecast for LFPL staff cuts and library closings through fiscal year 2023 if no additional revenues are found. The infographic was provided to LFPL staff to help them inform the public and answer questions, not to advocate for a specific position. Mr. Burchfield wanted to be clear that the forecast (\$20.7m budget in FY19 and down to \$17m in FY 2023) is a tremendous reduction considering that LFPL already operates 60% to 70% under what was forecast in LFPL's Master Facility Plan (approved in December 2008), which projected the operating budget needed beginning July 1, 2019 at \$28,921,900.

Ms. Ridings noted that she has been asked several times from various people about LFPL's privacy policy and security in protecting patron data/information. Mr. Burchfield will provide LFPL's privacy policy as a follow up to the meeting.

Frank Harshaw asked if the libraries that are forecast to close have been named. Mr. Burchfield stated that they are Fern Creek, Shively, Highland Shelby Park, Middletown, and one other not named. The four named are libraries located in leased spaces/spaces not owned by LFPL.

Advocacy Committee/Friends Report: Committee Chair Pam Greenwell reported that

- Board Chair Steve Gault, Interim Director Lee Burchfield, Friends member Ann Ramser, and Councilmen Bill Hollander and Kevin Kramer (Chairs of the Metro Budget Committee) attended the Friends Annual meeting and participated in a panel discussion on effective advocacy.
- The Friends have created a Tax Increase Talking Points sheet and a contacts sheet that will be sent to all Friends members with a call to action to contact their council member in support of the tax increase.

Ms. Greenwell noted the importance of LFPL being seen by the Mayor as a supportive organization that helped get the tax passed so that once/if the increased budget funding is secured, LFPL will be front of mind during budget discussions. Ms. Greenwell also noted the importance of board members attending Café Louie events and public hearings, and she asked for board participation.

Executive Session: There being no other regular business, the board went into Executive Session at 1:24 p.m.

Next Board Meeting: Noon on Tuesday, May 21 – Main Branch – Centennial Room

Respectfully submitted,



Lee Burchfield
Secretary



Chandra Gordon
Executive Director

Officers present:

Steve Gault, Bill Dunbar, Lee Burchfield

Board members present:

Mike Ash, Monty Boyd, Paul Costel, Lisa DeJaco, Chris Garrett, Ed Glasscock, Pam Greenwell, Frank Harshaw, Virginia Lee, Melanie McCoy, Debra Murphy, Patty Payette, Dorothy Ridings, Stuart Steinbock, Callie Wall, Sandy Wilson

Board members absent:

Florence Chang, Scott Davis, Mike Mountjoy, Tad Thomas

Others Present:

Ignite Louisville Team LouCity7 team members Lauren Hitron, Angela Champion Sprowl, Jason Miles, and Jason White

Others Absent:

Scott Dolson, of counsel

Staff present:

Chandra Gordon, Janet Boyd, Susan Nicholson, Danah Zimmerlee