

Mount Vernon Library Foundation Meeting Minutes
Nov. 11, 2013 5:30 p.m.
Skagit Community Foundation Offices
1003 Cleveland St., Mount Vernon, WA

Board Members Present: Marija Anderson, Kathy Combs, Peter Goldfarb, Harold Page, Sara Patton, Kelly Reep, Chuck Smith, Brian Soneda.

Board Members Absent: Suzanne Gilbert, Sara Holahan, Troy Kunz.

Guests: Roger Ragusa

I. **CALL TO ORDER:** Harold Page called the meeting to order at 5:35 and introduced guest, Roger Ragusa. Harold explained that the Foundation's mission was to develop community support for a new library and to help raise funds to build and maintain a new library for Mount Vernon.

II. **MINUTES:** Marija made a motion to approve the October minutes as submitted, Peter seconded and the motion carried unanimously.

III. **TREASURER'S REPORT:** Chuck distributed the Treasurer's Report for October, showing interest of \$.55 as the only income. The balance as of October 30, 2013 was \$6,474.03

IV. **LIBRARY DIRECTOR'S REPORT:** Brian Soneda reported that the City had developed and sent out a Request for Qualifications (RFQ) to hire a consultant to do a needs assessment, site studies, community surveys and focus groups to assess the need for a new library and determine the level of community support for it. The deadline for submission was November 22 and he was looking forward to receiving numerous proposals.

The studies are due to start in 2014 and will be a fairly lengthy process. Harold expressed hope that a Foundation Board member be included on the panel to select the consultant. Brian noted that the Foundation will have influence on the direction the City takes in regards to a new library. He then summarized the efforts made to date in assessing City-owned property referred to as the "Higgins Property". Due to extensive wetlands on the property, siting the library there would involve a great deal of mitigation and possibly require a reduction in the size of the building. One of the goals for the RFQ consultant's study was to get clarity and community input as to the location and the size of a new library.

V. OLD BUSINESS

A. Membership Committee: Kathy is continuing to contact service organizations to encourage support for the Foundation. Specifically she hopes to get names of members who might be interested in serving on the Foundation Board. She also wants to get contacts in each organization so that in the future, a spokesperson from the Foundation could make a presentation about the need for a new library. Responses have been slow in coming. Roger Ragusa also suggested some names as potential Board members. Kathy also asked Chuck to call the Skagit Valley Herald to get prices for the submission of a Foundation Board photo as a way to advertise the January Annual Meeting.

B. Annual Meeting Program: The committee assigned to determine details of the Annual Meeting includes Kelly and Chuck as co-chairs, Peter and Kathy. Chuck announced that he had reserved the Aqua Room at the PUD building for January 13th. He also reported that only light snacks or appetizers and beverages were allowed. Kelly suggested a possible speaker/program at Il Granio. They will report on other details at the next meeting.

C. Marketing and Publicity Brochure: Kelly reported on her meeting with a graphic designer to update the Foundation logo and develop an informational brochure. She passed around several versions of a logo as well as a proof for a new brochure. Kelly suggested creating stickers with the new logo design to be applied over the old logo on the current stock of stationery or bookmarks. The cost for stickers, 500 brochures and logo design would be around \$800. All approved of the new designs but wanted to see different color options for the brochure. Kelly also said we could include a returnable insert

card for donations, membership, etc.

Peter again suggested that in addition to mailing out brochures to potential Foundation members that the brochures, mailer cards or other survey cards be handed out at the Library itself as a way to get the word out to the public that uses and supports the Library the most.

D. Donor Data Base Software: Kelly also reported the results of her research on Donor Software noting that it was difficult to get an exact quote for Razor's Edge. She recommended Donor Perfect Software, which is based on 50,000 donors but is expandable. It would cost \$3,852. Before purchasing the software, Kelly recommended that the Board determine who would be responsible for running the donor program as it would require a trained and committed operator who would be responsible for taking in and tracking donations, sending thank you letters and tax information to donors, handling IRS requirements to maintain our 501 (c) 3 status, and keeping the information confidential. She thought that, initially, the position could be a part-time, work-from-home, staff person. Roger offered to check with the Hospital Foundation to see how they handled their donor data base. Harold also suggested contacting the Celtic Arts to see what kind of donor software they used and to get the pros and cons. Peter wondered if there was anyone currently working for the City who could take on this responsibility. Marija thought not.

Peter suggested that we check with the Skagit Community Foundation to see if they had someone on staff to carry out this task since they already handled the Sonja Beard funds. Harold reminded the group that the Skagit Community Foundation managed the Beard funds for a fee. Regardless of who ran the donor program, it would require a part-time paid staff position. Sara Patton noted a previous Board discussion regarding possible confusion in asking donors to make checks payable to the Skagit Community Foundation rather than the Library Foundation, which was formed for the purpose of raising money for a new library. Kelly expressed concern that the Skagit Community Foundation was not set up to handle a capital building project which is very different than managing investments. Brian agreed to discuss the matter with the executive director of the Skagit Community Foundation. Harold noted that fund raising would not end with the construction of a new building but would continue to create an endowment fund and that any endowment monies should be overseen by the Library Foundation.

Brian hoped that the consultant studies would begin to raise awareness of the need for a new library and that fund-raising could begin.

V. **NEW BUSINESS:**

1. December Board Meeting: Sara Patton suggested that the December meeting be a combination meeting-dinner for Board members and a guest. As we did last year, each member would pay for their own meals, thus no expenses would be incurred by the Foundation. With the approval of the Board, she would call the Trumpeter to make arrangements for dinner at 6 on December 9th.

The next Foundation meeting will be held Monday, December 9th, at 6:00 at the Trumpeter Restaurant. There being no other new business or comments and questions, the meeting was adjourned at 7:05 p.m.

Respectfully submitted,
Sara Patton, Secretary