

Basalt Regional Library Board of Trustees Meeting Minutes
Monday, November 16, 2020
14 Midland Avenue
Basalt, CO 81621
Special Meeting
Emergency Circumstances to Allow Teleconferencing

Call to Order: The meeting of the Board of Trustees of Basalt Regional Library District was called to order on November 16, 2020 at 4:03 PM.

Member Attendance: Enid Ritchy, President; Jim Albert, Vice President; Karen Barch, Treasurer; Christi Blish, Secretary; Becky Musselman, Trustee; Ryan Anslyn, Trustee

Also Present: Sue Kiley, Library Director; Sandra Dexter, Administrative Assistant; Kim Clinco, Bookkeeper; Pete Blair, Blair & Associates; Caroline Cares, Assistant Director, Cathy Click, BRLD Development Coordinator; Carolyn Kane, Citizen

Audit Report: *Pete Blair, Blair & Associates*

Pete took us through the audit report. He noted that, financially, we are a little better than in 2018. We are pretty sound financially, but we don't know what the impact will be on the budget with COVID-19.

Citizen Comments:

None

Board Comments:

Enid Ritchy and Christi Blish attended a board workshop through Colorado Libraries about the roles and responsibilities of Trustees. Enid stated that it was a very good course and that our Library Board is doing really well in terms of Trustees carrying out their roles. She will report more on the workshop at a future meeting. The training was not recorded, but if it is offered again, Sue will send the link. There is another workshop scheduled for Board of Trustees on library ethics and values that is scheduled for Thursday, November 19, 2020. Sue will send out an email.

Approval of the October 19, 2020 Board Meeting Minutes: Jim Albert moved and Karen Barch seconded the motion to approve the September 21, 2020 minutes with no edits or corrections. The motion passed with a vote of 6-0.

Director Report (Additions to the written report that was included in November 16, 2020 Board Meeting Packet), Sue Kiley

- **Fundraising:** Cathy Click
 - Gratitude Campaign
 - A mailing campaign to thank patrons and to reach people not getting the newsletter or getting on the website.
 - Will reach 8,000-10,000 people
 - The mailing will go out the week before Thanksgiving.
 - Email Campaign

- In collaboration with and support of the Foundation
 - A matching campaign: The Foundation will match donations 2 for 1, though the maximum amount the Foundation will match is yet to be determined.
 - This is a direct ask focused on digital resources. The Foundation traditionally supports the print collection only, but has agreed do this match for online books.
 - Marketing: Emails will go out to everyone who has opted in to receive our newsletter. The eblast will probably go out the second week in December. This is also on the website.
- **Legends of the Library Event: *Cathy Click***
 - Free, but tickets are required. When you purchase a ticket you have the option to donate.
 - The event will be held virtually January 8, 2021.
 - The new Basalt Heritage Collection (a small special collection of materials, biographies, memoirs, guidebooks that are Basalt specific) that will have it's own place in the library will be introduced.
 - A council of long-term Basalt people have gone through materials to make this very Basalt oriented
 - We applied for and received a grant from the Colorado Historical Records Association to get archival materials and storage facilities
 - Heritage Council members have agreed to participate in pre-recorded interviews about their take on Basalt history.
 - David Bach has agreed to be the emcee and will show the new collection and Bill Kane has agreed to be a speaker.
 - We're making an exhibit of the old Colorado Midland Railroad
 - The Train Club from Glenwood Springs has donated a train to put over the fireplace
 - The Frame Shop donated posters and photographs
 - Looking to focus the Legends of the Library as Legends of a Map
 - Rather than people being the focus, it's the Legend with Basalt and Railroad history and where we are physically in the Roaring Fork Valley.
 - Children's Legends Activity
 - The Art Base is putting out kits called Fresh Start to encourage kids to think about their place; what is their safe place, what is their home, what is their ideal place. The drawings will be displayed in the library. Kits can be picked up at the Library or at the Art Base. Patrons can participate using their own materials, as well.
 - Marketing
 - Social media, the website and email blast.
 - A mailing will go out to active patrons.
 - The kits are already being promoted on Instagram and Facebook.
 - The Art Base is marketing this event as well.
- **Programming (Things for kids to do at home over break): *Caroline Cares***

- Annual Tea Party: This had been consistently our most popular event (200 people) with crafts, stories, refreshments and staff dressing up. Caroline described the plans, which include take-home kits and a per-recorded storytime that kids can watch.
- Other programs for the break include a gingerbread house competition and a snowman building competition.
- **Programming/Hot Spots:** *Sue Kiley*
 - Family conversation kits for difficult topics
 - Internet Hot Spots for checkout (25 to start): Can connect to up to 16 devices at a time in one household. The data plan is the big expense with these.
- **Vacant Pitkin County Board Seat:** *Sue Kiley*
 - We have three applicants. The application deadline will be extended to November 23, 2020. This seat has two more years, until March of 2022.

Discussion and Vote to Return to Curbside Service: There was discussion to determine what services Basalt Library should offer in light of the uptick in COVID-19 cases and the counties moving to orange level on the state COVID-19 dial. Jim Albert moved and Becky Musselman seconded the motion to return to curbside service with the lobby desk open for concierge service on Thursday, November 19, 2020. The motion carried with a vote of 6-0.

Proposal for Fundraising Training: *Karen Barch*

- **Purpose:** An opportunity for library to meet one of our strategic goals that states “Finding additional revenue resources is essential for the library’s continued growth and success...it is critical that the Library find additional financial resources... to develop a range of fund-development campaigns and initiatives.” Progress has been made toward that goal, but our end of year projection is 26% below what we budgeted for 2020 in terms of revenues from fundraising. We are approaching a time in the not too distant future when we will need to go back to our community about the \$350,000 mill levy that is going to expire. By doing more development now, we could help build a foundation of people who would be major donors and/or supporters in our community who could make the mill levy happen. This training would support the staff and our goals. The total cost would be approximately \$450.00. Karen Barch said she would pay for half of the cost and Jim Albert said he would pay half of Karen’s half.
- **Training Proposal:** Bennett Bramson, a well-known member of our community with decades of expertise in nonprofit fund development and management, is teaching at CMC in nonprofit management and development and he consults for non-profits in these areas. He has very extensive knowledge of the development environment in this valley. He has offered to potentially help us with development. He suggested we spend an hour virtually so we could learn more about him and he could learn more about our specific development results to date and our future plans. The goal of the meeting would be to see if some training and recommendations he might make could jump start or enhance our development efforts. There would be no charge for this one-hour meeting. The meeting would include Sue Kiley and Cathy Click, interested Library board members and board members for the new 501c3. The training would be a customized 3 hour session followed by an optional one-hour session later on.
- After discussion Karen Barch made a motion and Becky Musselman seconded the motion to move forward with the one-hour session with Bennett Bramson to see if it makes sense to go forward with some training. The motion carried with a vote of 6-0.

Committee Reports

- **Bylaws Committee:** *Ryan Anslyn, Chair*
 - No update

- **Facilities Committee:** *Ryan Anslyn, Chair*
 - Sue Kiley reported that the roof repair estimate for the leak in the lobby came back at \$500. Drywall repair is also needed.
 - Marmot is working on scheduled computer replacements.

- **Finance Committee:** *Karen Barch, Chair*
 - **Budget hearing:** No citizens showed up for the budget hearing.
 - **Audit Review** was good
 - **October Financials**
 - We have good reserves. We are about \$100,000 better than our 2020 projection. We are looking at a break-even budget for 2021. We look good for the next few years, especially with Gallagher repealed. MVSO is almost at the full amount. We were projecting 3% under budget. Total revenue is expected to be 3-3.5% under budget at \$1,573,000. Some expenses are expected to be under budget including technology and books/magazines. Payroll is right on budget. We expected a surplus of \$98,000, but it may be closer to \$70,000.
 - The next Finance Committee meeting is scheduled for December 9, 2020.
 - **2021 Budget**
 - The 2021 Budget is essentially final. We are waiting on final numbers from Pitkin and Eagle counties. The next board meeting is December 14, 2020. The deadline for getting the 2021 budget in to the state is December 15, 2020.

- **Personnel Committee:** *Enid Ritchy, Chair*
 - No report

- **Policy Committee:** *Becky Musselman, Chair*
 - No report

- **Strategic Planning Committee:** *Christi Blish, Chair*
 - Sue Kiley has scheduled a meeting for Friday, November 20, 2020 at 4:00 PM.
 - Christi Blish will send out a copy of the Strategic Plan to Committee members prior to the meeting.
 - The Committee will look at the strategic plan goals, consider what they thought would achieve the goals, look at how we can achieve these goals during COVID, look at what have we accomplished so far, and what measures can we take to assess if we are meeting our goals.

- **Ad Hoc 501c3 Committee:** *Enid Ritchy, Chair*
 - Two documents are needed
 - Bylaws
 - Bylaws are set by the Colorado State Government.

- Cathy will make the edits to the Bylaws as discussed at the last committee meeting.
- Memorandum of Understanding
 - Cathy will make the changes to the Memorandum of Understanding as discussed at the last committee meeting
 - The Board votes on this document
- Cathy will bring these changes to the next committee meeting. After clearing these with the Committee, Cathy will work with the Attorney.
- The Committee will try to meet before the next Board Meeting and present the documents at the next Board meeting for a vote on the Memorandum of Understanding.

Motion to Adjourn: Karen Barch moved and Jim Albert seconded the motion to adjourn the meeting. The motion carried with a vote of 6-0. Enid Ritchy adjourned the meeting at 5:57 PM.

Respectfully submitted,

Christi Blish
Christi Blish, Secretary

12/14/20
Date

