

Glen Ellyn Library Foundation Board
September 11, 2024 at 9:30 am
Glen Ellyn Public Library 3rd Floor Board Room

- I. Call to order and Roll Call. Present were President Gina Meyers, Vice President Peter Cooper, Treasurer Merrill Rajack, Secretary Molly Mattaliano, Molly McGinnis-Knapke, Jim Meyers, Didi Foth, Keith Motes, Kelley Kalinich and prospective member Monica Wallace. Library staff included Library Director Dawn Bussey and Development Officer Carrie Gowans. Meeting called to order at 9:35 a.m.
- II. Gina introduced prospective board member Monica Wallace. Monica has lived in the Chicago area for many years, and she has four kids. She is an attorney at McDermott, Will and Emory. She said she loves the library and the community.
- III. Approval of May 2024 Board Meeting Minutes; Peter motioned to approve the minutes and Kelley seconded. Minutes approved. In the future we will email the minutes.
- IV. Board President Report
 - A. Gina thanked Carrie and the Friends for a successful World on the Move event. Gina said it was an incredible event, with some key donors, local politicians and 70 or so community leaders in attendance. Library Trustees President Karen Volk sent a letter to Gina thanking us for the event.
 - B. Gina thanked the Marketing committee for creating a new Foundation brochure. She also thanked the investment committee for developing an investment guide.
 - C. Gina said we presented a check for \$1,000 to Ten Thousand Villages per our sponsorship of the Library's Summer Reading program.
 - D. Gina proposed that we formally nominate Monica to serve on the Glen Ellyn Library Foundation Board. Peter asked about her term's duration, and was told it ends in 2026. Gina motioned that we nominate Monica to serve on the Foundation Board. Peter seconded. All approved. Gina said she will ask the nominating committee to determine when terms begin and end. Gina also said we have openings on the nominating committee. Peter said he will be on the committee. Gina said she will serve on the committee as well.
- V. Treasurer Report
 - A. Merrill gave the treasurer's report for the periods ending 8/31/24, and included a succinct one-page summary of the year to date. Merrill said the Foundation portfolio's returns were slightly less than the benchmark returns. No new funds have been transferred into the Schwab investment account this year. Merrill next outlined the Foundation's asset allocation. He said the percentage of stock fund investments is within the plan range. The fixed income, however, is under plan because less risky funds have equivalent percentage yields. Finally, Merrill went over the checking account, and shared a list of deposits and withdrawals. We needed a Roll call vote to approve our insurance payment. Merrill moved to approve; Peter seconded. All approved. Peter moved to approve the Financial report; Kelley seconded. All approved.
- VI. Library Director's Report:

Dawn reported that the World on the Move exhibit was great. She collected 230 surveys, and more than 99 percent of the respondents really enjoyed it. It touched our community. The next big event is Haunted Halloween on October 15. Bluey and other characters are coming. The event is designed for all ages. Dawn spoke about the Maker Fair, scheduled for Saturday, March 8. Like the Steam Fair that the Library hosted, the event will embrace the idea of Makers. Outside organizations are coming, such as the DuPage County weavers group. Makers will be stationed throughout the library. Dawn said the Workshop is open, though it currently has limited hours. You must sign up online for an appointment. You can also do a program with 6 or 8 other people. Dawn reported that there has been a change in staffing, since our Maker librarian has left the Library. Dawn fielded 30 applicants for the position, and she has extended an offer. Booking appointments have already doubled. We currently have two part-time employees, and they are doing a great job. Dawn said the only issue is

that middle school kids want to come to the Workshop, but they are too young. Dawn said we are working on this issue. Kelley said some of the equipment could be dangerous. Dawn said the Workshop is currently only available to Glen Ellyn Library card holders, and it will probably stay that way for a while. Dawn said there has been a great response. We are still learning what we can do with the equipment. Dawn thanked the Foundation for our donation. Jim said the Workshop is Digital literacy. Gina said there has been a change in the 2024 approved contribution: Instead of Cafe Signage, Dawn is requesting funds for entryway Welcome signage. Dawn said we want to make our library more welcoming. The cost is \$20,000 for the new Welcome Sign. She showed us the rendering of the sign, and Board members said they would like it to be more dynamic. Dawn will get a new design option. The Board will talk about a Maker Fair donation at the November meeting.

VII. Board Member News

Jim is retiring from the Board, and he talked about his tenure: he said he has seen the library progress; he will miss Dawn's report. He said we deal with the future, and is very Interested in hearing about our progress. Kelley thanked Jim for helping to maximize our investments. Jim was always enthusiastic about our events and raising the bar. Jim can still be involved. He has been on the board 12 or 13 years. Gina said he was her mentor.

VIII. Development Director Report

- A. Carrie gave an update of recent events. The World on the Move event was a success. Carrie discussed an upcoming Newcomers' event, scheduled for September 19 with the Foundation, Friends and Library will all be represented.
- B. Carrie gave a report on donor activity, and year-end giving. Carrie said she is working on a year-end -appeal letter consisting of letters going out to all donors. She is also scheduling coffees with top donors.
- C. Carrie discussed the top-donor report. She said she needs a little more information, such as email addresses. Carrie said she wants access to Library card holders so she can send a fundraising letter in the new year as we are not well known in the community.
- D. Peter and Carrie attended an online ALA course. They learned about ways to get new donors. They also learned about P.R. strategies. Peter said the ALA online class taught that gratitude is one of key things to convey to donors.
- E. Gina asked if we want to do Holiday cards. The Board discussed sending Glen Ellyn cards to top donors.

IX. Investment Committee

Keith, Molly and Merrill worked on the investment policy draft. Keith said they changed quite a bit, but a lot was wording. They plan to revise the mission. They added investment objectives and a spending policy. They decided the annual giving rate should be between 4 and 6 percent of our net worth, but we are not bound by this. Nothing legal says we have to give 5 percent to the Library every year, but the goal should be to spend something every year. Peter said he thought foundations must give 5 percent or they risk an excise tax. Keith said you just need to have a reasonable spend rate. Keith said 5 percent should be the spirit. Keith talked about asset allocation; he said the committee added minimum and max percentages so the Board can oversee. They also added responsibilities for the investment committee, including making sure the reporting complies with the bylaws. Gina said let's vote on this in November.

X. Marketing Committee Report

- A. Committee Chairperson Didi Foth shared the Foundation brochure draft with the board members and asked for feedback. The board members gave suggestions for the brochure, and the marketing committee agreed to consider all suggestions. One significant change was the decision to minimize the Naming Opportunity section of the brochure. The Board concluded it is the job of the Trustees to set the cost of the named items, and we don't want to "date" the brochure by printing items and amounts that could be inaccurate in the future.

B. Carrie said that the back cover of the Winter Library Guide is due on 9/22/24, and shared the topics/photos over the past 2 years. Gina asked that the Winter 2024/25 back cover be a photo from the Makerspace ribbon cutting and asked for the Marketing committee to come up with the appropriate wording to share with her prior to submitting the final copy/image to the GEPL Marketing team. Peter asked if there was a way for the Marketing team to measure how many hits the GELF web page gets, Dawn said she would get stats from them.

XI. Miscellaneous: Dawn shared she will be on vacation Sept 24th through Oct 6th. Gina said that she is working with Peter on revising the GELF handbook. The next board meeting is scheduled for November 6th, and the time may be adjusted because many Board members are also election judges the day before the meeting.

Meeting adjourned at 12:01 PM.