

West Vancouver Memorial Library Foundation

Board of Directors Meeting

29 April 2021 at 6:00 p.m.

Virtual Meeting

Present: Heather Kaart (Chair), Mehran Farmanara (Treasurer), Rosemary Murchison (Secretary), Patricia Bowles, Doug Brown, Cynthia Garton, Terry Hodgins, Lizanne Ross Onder, S. Bengi Sayhan, Lorinda Spooner, Lorena Yu

Regrets: Anjili Bahadoorsingh, Andreas Thompson

Guests: Stephanie Hall, Director; Sarah Barton-Bridges, Head of Communications

1. Call to Order

H. Kaart called the meeting to order at 6:01 p.m.

2. Introduction: H. Kaart welcomed P. Bowles as a newly elected Director.

3. Approval of the Agenda

Move to approve the Agenda by B. Sayhan, seconded by M. Farmanara. **Carried.**

4. Declaration of Conflicts

No conflicts were declared.

5. Approval of the 25 March 2021 Minutes

Move to approve the 25 March 2021 Minutes by T. Hodgins, seconded by M. Farmanara. **Carried.**

6. Business arising from the 25 February 2021 meeting and review of outstanding actions

6.1. Investment Policy Review: Leave on Outstanding Actions list since it is a long-term project.

6.2. Donor Data – establishment of rules: Will be finalized by next meeting.

7. Election of Officers:

Move to approve that the following Directors be appointed as Officers: M. Farmanara, Treasurer; R. Murchison, Secretary. Moved by L. Spooner, seconded by L. Yu. **Carried.**

8. Business conducted between meetings

8.1. Raisers Edge / CanadaHelps: H. Kaart advised that discussions are still being held with CanadaHelps with some outstanding questions. M. Farmanara noted that Canada/Helps is much more suitable for an organization the size of WVMLF. Pricing will definitely be less than Raisers Edge. One issue to be resolved is the domain name i.e. branding WVMLF on communications. Discussion took place on whether another local Foundation, currently using CanadaHelps, had been contacted for an opinion. It was agreed that P. Bowles with H. Kaart, M. Farmanara and D. Brown would contact the other Foundation for feedback. P. Bowles will arrange the introduction.

9. Engagement Committee Updates

9.1. Engagement Activity Update: H. Kaart noted that the main focus recently had been the thank you calls made by Directors to Donors. Very positive responses had been received from the recipients.

- 9.2. Buy a Book Campaign: B. Sayhan outlined the focus of the campaign i.e. to match donations to a specific benefit for the Library so that donors can see the results. Different levels of giving would equate to different products ranging from books through audio-equipment and programs. More details and budget preparation will be discussed at the next Engagement Committee meeting. She thanked S. Barton-Bridges for her assistance with the initial planning process. Creating awareness in the community that funding is needed for some of the programs is a primary focus of the campaign. Timing will be late May/June.
- 9.3. Donor Board Updates: H. Kaart noted that the boards need to be updated and the governing policies reviewed. She made particular reference to acknowledgement of bequests from estates.
- 9.4. Contact Strategy: D. Brown reviewed his report "Donor Retention and Activation Overview" which had been previously circulated. The main focus was based on how to attract one-time donors to become repeat donors. The goal is to increase donation Recency, Frequency and Value and measure these in addition to dollars received. The importance of staying in touch with donors and using different messaging strategies based on the donor's history was stressed. Categorizing the different types of donors is very important since there are different guidelines/policies for different donors. C. Garton stressed the importance of the attention which should be given to donors, particularly the corporate group, with individual directors taking responsibility for working with specific organizations. She also stressed the importance of understanding the motivations and objectives of donors for sponsorship of Library programs and events. Discussion took place about stock transfers which can be suitable for particular individuals. The process for this is now available, and will be explored.

10. Finance Committee Updates:

- 10.1. Treasurer's Report: M. Farmanara advised that the Leith Wheeler Q1 report had just been received and will be discussed at the next Board meeting. In Q1 2021, \$8,500 from donations and sponsorship were received, including one for \$4,500 and \$1,500 from "Reach for the Stars". Expenses were minimal but did include some invoices from 2020 which were only just received. The investment balance is up \$200,000 from year end. L. Ross Onder noted that equity markets had been very strong in Q1, but bonds were very weak. The May Finance Committee will review some modelling information previously provided by Leith Wheeler.

11. Director Orientation

- 11.1. R. Murchison advised that a group meeting between the Library and Foundation Boards is still hoped for when protocols allow. She advised that the completed Director forms are now ready to be circulated (Conflict of Interest, Code of Conduct and Indemnity Agreement) for signature. She thanked A. Bahadoorsingh for her assistance with the forms.
- 11.2. Policy & Procedures Manual: R. Murchison reported that some assistance may be obtained from Library staff to re-format the manual electronically once the content has been reviewed. She also suggested that office administration be removed from this manual and become part of a separate administration manual. She will begin the editing process, but urged all Directors to forward any comments/suggestions to her.

12. Any Other Business

- 12.1. Director, WVML Update: S. Hall noted that the Rooftop Patio has now re-opened and outlined some plans for future programs to be held there. Foundation funding of \$10,000 will go towards the upcoming "Climate Future" program. The Chrome books program has started, and also WIFI Hotspots lending. Upcoming projects may include space planning in the short and longer term framework and Foundation funding will likely be needed.

13. Attendance, Next Meeting and Conclusion of Meeting

- 13.1. Next Board Meeting, Thursday 27 May 2021, 6:00 p.m. (Virtual Meeting)
- 13.2. Move to conclude the meeting by M. Farmanara, seconded by L. Spooner. **Carried**
- 13.3. The meeting concluded at 7.28 p.m.



Rosemary Murchison, Secretary



Date