

CITY OF RANCHO CUCAMONGA
RANCHO CUCAMONGA PUBLIC LIBRARY FOUNDATION BOARD

Special Meeting

A. CALL TO ORDER

A special meeting of the Rancho Cucamonga Public Library Foundation Board was held on Tuesday, March 1, 2016, in the Tri-Communities Room, located at the City of Rancho Cucamonga at 10500 Civic Center Drive, Rancho Cucamonga, California. The meeting was called to order at 6:12 p.m. Present were Members Davies, Gilfry, Gonzalez, May, Scott and Soehnel.

Also present were Kevin McArdle of Kevin J. McArdle Consulting, Michelle Perera, Library Director, Brian Sternberg, Assistant Library Director, Cara Vera, Library Services Manager, Angelica Trummell, Children's Services Supervisor, Margaret Hatanaka, Adult Services Supervisor, Wess Garcia, Programming Coordinator and Vivian Garcia, Administrative Secretary.

B. COMMUNICATIONS FROM THE PUBLIC

None were presented.

C. CONSENT CALENDAR

C1. Consideration and discussion of Library Fundraising Campaign.

President Scott turned the meeting over to Kevin J. McArdle.

Kevin McArdle reviewed the Capital Fundraising Campaign Plan Development starting on page 22 with the Members.

Member Leal arrived at 6:16 p.m.

Kevin McArdle presented and discussed with the Members the Draft Fundraising Public Goal Statement. (Revised 2/1/16.)

After discussion the following motion was made.

MOTION: Moved by Member May to accept the Fundraising Public Goal Preliminary Budget of \$1.5 million including \$500,000 from the Library Foundation, seconded by President Scott, motion carried, 7-0-3 (with Akahoshi, Easter and Sommer absent).

Kevin McArdle reviewed Fundraising Campaign Donor Solicitation Options on page 18 and Fundraising Campaign Recommended Donor Solicitation Options on page 19 with the Members.

Kevin McArdle review Fundraising Campaign Organizational Structure Options on page 20 with the Members.

After discussion the following motion was made.

MOTION: Moved by President Scott to have a Campaign Cabinet as well as an Honorary Board of Directors for the Fundraising Campaign, seconded by Member Davies, motion carried, 7-0-3 (with Akahoshi, Easter and Sommer absent).

Campaign Cabinet

Maribel Brown
Dianna Lee
Janet Temkin
Diane Williams
Jack Lam
Linda Lam
J. Morrell
Paul Gomez
Carlos Rodriguez
Michael Kennedy
Craig & Caroline Arakaki
Caryn Payzant
Mark Riveria

Honorary Board of Directors

Janice Rutherford
Bob Dutton
Danielle Boldt
Christine Pham
Randall Lewis
Mark & Maria Steinorth
Gary Ovitt
Council Members
Mayor
Aquanetta Warren
Pete Pitassi
Pete Aguilar
Ted Alejandre
State Librarian

Member Gilfry left at 7:15 p.m.

Member Gilfry returned at 7:17 p.m.

President Scott will be the Liaison.

The following volunteered for the Donor Identification and Prospecting Committee, Member Gonzalez, Member Leal and President Scott.

After discussion about volunteers the following motion was made.

MOTION: Moved by President Scott to form a Fundraising Volunteer Team for the Fundraising Campaign, seconded by Member Soehnel, motion carried, 7-0-3 (with Akahoshi, Easter and Sommer absent).

Kevin McArdle discussed Marketing and Branding with the Members.

Cara Vera, Library Services Manager, will work the Members in creating a Foundation Brochure.

Kevin McArdle discussed Fundraising Campaign Donor Recognition Options on page 25 with the Members.

Member Gilfry requested the addition of a level between \$500 to \$4,900.

Member Davies asked about in-kind donations.

Library Director Perera will follow up with the Board on the Naming Rights Policy and any other policy regarding donor recognition or approval.

MOTION: Moved by President Scott to adopt the Donor Levels for the Donor Recognition Options with the addition of the \$500 to \$2,500 level, seconded by Member Gilfry, motion carried, 7-0-3 (with Akahoshi, Easter and Sommer absent).

C2. Consideration and discussion regarding future fundraisers and sponsorship materials.

President Scott reviewed the Trivia which will be held on Thursday, April 21, at 5:30 p.m. in Celebration Hall with the Members.

President Scott asked Member Gilfry to co-host the Trivia with possibly Chris Little.

C3. Consideration and discussion regarding Director's updates.

Library Director Perera presented an oral report to the Members on the Library.

D. ADJOURNMENT

MOTION: Moved by Member May to adjourn, seconded by Member Soehnel, motion carried, 7-0-3 (with Akahoshi, Easter and Sommer absent). The meeting adjourned at 8:20 p.m.

Respectfully submitted,

Tina Gilfry
Secretary, Library Foundation Board

Prepared by,
Vivian Garcia
Administrative Secretary

Approved: April 4, 2016