

CITY OF RANCHO CUCAMONGA  
RANCHO CUCAMONGA PUBLIC LIBRARY FOUNDATION BOARD

Regular Meeting

**A. CALL TO ORDER**

The regular meeting of the Rancho Cucamonga Public Library Foundation Board was held on Monday, March 7, 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 6:04 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, Angelica Trummell, Children's Services Supervisor, Margaret Hatanaka, Adult Services Supervisor, Wess Garcia, Programming Coordinator and Vivian Garcia, Administrative Secretary.

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**B. COMMUNICATIONS FROM THE PUBLIC**

None were presented.

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**C. CONSENT CALENDAR**

C1. Consideration to approve Library Foundation Treasurer's Report of: December, 2015, and January, 2016.

MOTION: Moved by Member May to approve the Treasurer's Reports, seconded by Member Gonzalez, motion carried, 6-0-4 (with Akahoshi, Easter, Leal and Sommer absent).

C2. Consideration to approve minutes of: January 4 and February 1, 2016.

MOTION: Moved by Member Davies to approve the minutes, seconded by Member Gonzalez, motion carried, 6-0-4 (with Akahoshi, Easter, Leal and Sommer absent).

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**D. LIBRARY DIRECTOR'S STAFF REPORTS**

D1. Consideration and discussion regarding the Library Status. The oral report by Michelle Perera, Library Director.

Michelle Perera, Library Director, stated that the Star Wars Event will be held on two days on Memorial Weekend. Saturday, May 28, from 1 to 9 p.m. and Sunday, May 29, from 10 to 4 p.m. The event has grown to include participation by the Victoria Gardens Mall. The mall will be closing down Main Street. The new area in front of The Melt will be included along with the grass area.

President Scott stated that this would be a good opportunity for the Library Foundation to have a booth at the Star Wars Event.

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### **E. BOARD BUSINESS**

E1. Consideration and discussion regarding Serving with a Purpose Conference. The discussion will be led by Michelle Perera, Library Director.

Library Director Perera stated that the Members are invited to attend the 4<sup>th</sup> Annual Serving with a Purpose Conference which will be held on Thursday, May 12, from 9 a.m. to 4 p.m. at the Ontario Convention Center.

After discussion the following motion was made.

MOTION: Moved by Member Davies for the Library Foundation to register for a table at the Serving with a Purpose Conference for \$500 for eight (8) attendees, seconded by Member Gilfry, motion carried, 6-0-4 (with Akahoshi, Easter, Leal and Sommer absent).

E3. Consideration and discussion regarding future fundraisers. The discussion will be led by President Scott.

President Scott presented an oral update to the Members on the Trivia which will be held on April 21.

Member Soehnel asked about Tour de Fork.

Michelle Perera, Library Director, stated that it will be held on Thursday, June 23.

Member Davies thanked Member Teresa Akahoshi for all of her hard work as Chair for the Schools ad hoc sub-committee. She contacted, organized and distributed all of the calendars to the schools in Rancho Cucamonga.

Member Gilfry left a 6:16 p.m.

Member Soehnel also wished to thank the Library staff that had worked on the 2016 Calendar.

E2. Consideration and discussion regarding Library Fundraising Campaign. The discussion will be led by President Scott.

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

Kevin McArdle reviewed the three goals with the Members.

Member Gilfry returned at 6:19 p.m.

Kevin McArdle presented reviewed the Draft Fundraising Public Goal Statement handout, pages 23 through 27 with the Members.

Kevin McArdle reviewed Draft Branding and Marketing Plan which Library Services Manager Vera had prepared with the Members.

Member Davies stated that staff had done a lot of work and research for the plan.

Kevin McArdle reviewed the Case Statement prepared by Library Director Perera with the Members.

Kevin McArdle reviewed the Fundraising Campaign Solicitation Plan with the Members.

The Donor Recognition Program (initial draft) was reviewed by Kevin McArdle and the Board.

Kevin McArdle stated that the Members review the five page Donor Policy that the City of Rancho Cucamonga has in place.

Kevin McArdle reviewed the Potential Campaign Organization Members page with the Members.

Kevin McArdle presented a PowerPoint Presentation to the Board on Fundraising Basics.

The current Donor Prospect Chart was reviewed by Kevin McArdle and the Members. He reviewed the homework with the Members on page 30.

Library Director Perera reviewed with the Board the dates for the Fundraising Workshops in April and May.

After discussion, the following dates were selected, Monday, April 4, regular Library Foundation Board meeting. The Fundraising Workshops will be held on Saturdays, April 30 and May 21 from 9 a.m. to 1:30 p.m.

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**F. IDENTIFICATION OF ITEMS FOR THE NEXT MEETING**

None were identified.

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**G. ADJOURNMENT**

MOTION: Moved by Member Gilfry to adjourn, seconded by Member Soehnel, motion carried, 6-0-4 (with Akahoshi, Easter, Leal and Sommer absent). The meeting adjourned at 8:18 p.m.

Respectfully submitted,

Tina Gilfry  
Secretary, Library Foundation Board

Prepared by,  
Vivian Garcia  
Administrative Secretary

Approved: April 4, 2016