

# **TRUSTEES OF THE PUBLIC LIBRARY OF THE CITY OF BOSTON**

## **Meeting of the Trustees Governance and Development Committee**

**Tuesday, November 5, 2020 at 8:30 a.m.**

**Held via Zoom Conference**

### **MINUTES**

A meeting of the Boston Public Library (“BPL”) Trustees Governance and Development Committee (“Committee”) was held on Tuesday, November 5, 2020 held virtually via a Zoom conference call.

All Committee members were present at the meeting: John Hailer, Committee Chair, Ben Bradlee, Cheryl Cronin, Linda Dorcena Forry, and David Leonard.

Also present was Robert Gallery, Chair of the Board (via phone) and Pamela Carver, Clerk of the Board, along with members of the public.

Mr. John Hailer presided and called the meeting to order at 8:35 a.m. Roll call was taken and determined that there was a quorum. He addressed the review and approval of the Minutes of the May 26, 2020 committee meeting. With no comments or edits suggested, upon a motion made and duly seconded, the meeting minutes of May 26, 2020 were approved.

Mr. Gallery was invited to review the current Trustees terms and vacancies, specifically the nomination of Joseph Berman to the BPL Board of Trustees. By way of background, Mr. Gallery explained that the restructuring of the Board to increase its membership to fifteen members was raised with Mayor Walsh over four and a half years ago. The goal was to try to strengthen the alignment with the BPL’s three main affiliates (The Associates of the BPL, the Leventhal Map and Education Center (“LMEC”), and the BPL Fund (“BPLF” and “The Fund”). Since then, the BPL has entered into Memorandums of Understanding (“MOUs”) with each of these organizations. One reason to increase from 9 to 15 trustees was subsequent to these conversations, to invite each of these three organizations to have a trustee representation on the BPL Board.

Mr. Gallery continued that The Associates reached out a few months ago to revisit this proposal to have an Associates Board member represented on the BPL Board. They proposed to have Mr. Joseph Berman serve as a Trustee just as The Fund’s Board is represented by Jeff Hawkins. Mr. Gallery added that The Associates had also put forward a proposal to fund \$1 million for programs/projects in coming year that line up with the BPL’s priorities. Mr. Gallery clarified, Mr. Berman was currently on a term-limit hiatus from The Associates Board, but had long history with them. Also, emphasized that his conversations with Mr. Berman had been broader than just interests of The Associates. He is the current chair of the Anti-Defamation League Board; he is extremely committed to access and social justice. His values were consistent with all of the Trustees’ membership and the Board’s priorities. With that, Mr. Gallery proposed to move forward with Mr. Berman’s nomination for appointment to the BPL Board of Trustees and approval from Mayor Walsh.

The Committee discussed the nomination and the prospect of the LMEC having a representative serve on the BPL Board in the future. Mr. Leonard explained that procedurally the next step would be to take the approved nomination vote of the Governance and Development Committee to the Mayor’s office as the Mayor technically approves all appointments of Trustees).

Mr. Hailer made a motion for approval for the recommendation of nomination of Joseph Berman. With no questions and comments, he made a motion that was duly made and seconded, and,

**VOTED: “That, the Trustees Governance and Development Committee recommend the Trustees of the Public Library of the City of Boston approve the nomination Joseph Berman for the Board of Trustees of the Public Library of the City of Boston.”**

Mr. Leonard introduced the next topic by giving a brief background on the new Executive Director of the BPL Fund, Paula Sakey. He noted she was replacing Mary Myers who had to take a leave from the workforce for personal reasons. They were thrilled to go through the original recruiting firm to interview with a series of well-qualified candidates to ultimately offer Ms. Sakey the position who had been an amazing addition to the BPL team. In addition to Executive Director of the BPL Fund, she holds the title of “BPL VP of Development” but remains an employee of the Fund.

Ms. Sakey gave a brief background of her professional fundraiser experience over the last 30 years. Ms. Sakey took a moment to thank her predecessors, including Mary Myers and the strong messaging of the BPL Fund for beginning that work for her. She thanked the Trustees for their support and guidance along the way as they move forward to the BPLF’s Chapter 2.

Ms. Sakey began her presentation by noting the primary focus was on building the infrastructure of the Fund and what they were doing to inform, involve, and inspire people to move them to investment in the BPL Fund/BPL. She reviewed the structure of her team of seven full-time employees. They focused mainly around four functional areas: finance and operations, corporate & foundation relations, communications, and individual giving.

Ms. Sakey reviewed some of the Fund’s programmatic accomplishments. The Fund had sent out some enhanced communications and most important launched a broad based, multi –channel annual giving, donor acquisition program. To date, they acquired 600 new donors and a new \$100,000 matching challenge. It was a great incentive for individuals that wanted to give a donation, to have an incentive to match their donation. They were currently at 55% of that goal of \$100,000. Ms. Sakey added that through their annual appeal, they had already surpassed the total amount of donations raised the previous year. They were well over \$500,000.

Ms. Sakey explained they developed a leadership annual giving program called “Patrons of the Courtyard” program that recognizes larger donors of \$2,500 or more. The staff were, honing in on operations, developing policies, procedures, and processes that would provide infrastructure, continuity, and consistency in the work The Fund was doing which will ultimately help create donor confidence.

The Fund had worked on growing, expanding, and professionalized communications. Their website was newly developed with new branding which had shown lots of areas of connectivity and created an exciting monthly newsletter.

Ms. Sakey noted the creation of the “1848 Society” which recognizes donors who bequeath the BPLF and/or BPL in their estate plans. She also explained that they established a major gift pipeline and were building a responsive corporate and foundation giving program.

Lastly, they were focused on growing the BPLF board which was currently comprised of ten members, but strategically looking to expand its membership with a focus on diversity of areas of expertise, skills, and demographics of the community we serve.

Ms. Sakey explained the three priority restricted focus areas they were committed to fundraise around included youth, workforce, and equity. They had a \$1.1 million goal and were 33% there. She highlighted some of the successes they had accomplished, i.e. funding the homework help program and

extended Wi-Fi access/hotspots. She listed some notable donors whose generous donations ranged from \$20,000 to \$100,000 helped support that work.

She acknowledged they were initially in Start-up mode but were moving away from capacity building support to sustainability and how the BPL Board of Trustees could help. She explained the importance of transparency and continuity of communication with having two BPLF Board members represented on the BPL Board of Trustees.

Ms. Sakey explained the “Name Giving Policy”. She shared that it was based in best practice to clarify name giving to not only physical spaces but also naming endowment levels. The policy would help manage gifts with naming rights in a transparent way in accordance to the established guidelines. It would allow donors equitable and consistent appropriate recognition for their generous support. The policy outlines what types of gifts may carry naming rights with donation limits to determine baseline levels. Mr. Leonard explained that there are aspects of the BPLF’s Name Giving Policy that will need vote approval. It will be reviewed and brought back for their review at a later meeting.

The Committee praised Ms. Sakey and her team for all their efforts and accomplishment in such a short and challenging time. They discussed some ideas of establishing a President’s Fund to use for programming/discussions regarding topics of racial equity, civic education, and civic discourse more broadly on matters of the day and the political environment.

Next, Mr. Leonard explained the MOUs are documents that formally govern the responsibilities and commitments of the different affiliates to each other. This work stems from the conversation from four years ago, of aligning the affiliates and clarifying our collaborative goals. Formalizing some aspects of the relationship of BPL, as its own 501c3 and the City of Boston itself, would be helpful. He named the slate of four MOUs that the Library has included: BPL and the City of Boston, BPL and the BPL Fund, BPL and The Associates, and BPL and LMEC. A few of them were in their final draft stages, and a couple were already initiated.

Mr. Hailer moved to new business and public comment for which there was none. With no further discussion the meeting was adjourned at 9:38 a.m.

Respectfully submitted,

***Pamela R. Carver, Clerk of the Board***