MISSION STATEMENT
The Hoover Presidential Foundation promotes and supports the Herbert Hoover Presidential Library-Museum, National Historic Site, and programs that relate to and enhance the understanding of Herbert Hoover as president and humanitarian.

VISION STATEMENT
By raising sufficient funds, The Hoover Presidential Foundation will support the Herbert Hoover Presidential Library-Museum and National Historic Site as they strengthen their internationally-recognized brand.
Welcome!

David Dierks
Chairman
Consent Agenda:

A. Secretary’s Report: Betsy Corridan
B. Treasurer’s Report: Ann B. Doyle
C. Executive Committee Meeting Minutes
D. Standing Committee Reports
E. Hoover Campus Reports

(Consent Agenda can be moved and approved en block, or items removed for further discussion at any Trustee’s request)

(Motion Required)
Agenda

Development Committee Update
Outreach Events
Hoover Content folders
Annual Fund Update
Grant Program Update
# HPF Contributions Statement

**Hoover Presidential Foundation Inc.**

Monthly Contributions Statement
for 12 months ending September, 2018

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<tr>
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<th>Sep-18</th>
<th>FYTD 2018</th>
<th>FY 2018</th>
<th>Sep-17</th>
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*The column MOGH FYTD 2017 Total (Line 9) represents any cash received from previous pledges and does not reflect in the total balance in line 14.
Development Committee Update

Committee:

Chair: Charlie Funk

- Charlie Becker, Ken Fawcett, Diana Gradert, Allan Hoover, Andy Hoover, Margaret Hoover, Matt Howard, Jerry Meis; ex-officio: Board Chair, Dave Dierks

Role:

Set the vision for and participate in the overall fundraising strategy of the Hoover Presidential Foundation.
Development Committee Update

1st meeting: August 24th

Outcomes:
- Reviewed roles & expectations of committee members
- Discussed implementing stewardship practices
- Updated Gift Acceptance Policy
- Outreach event concept
- Hoover content folders

Next meeting November 30th
Developent Committee Update

Implementing Stewardship practices:

- Significant Unrestricted Gifts
- Significant gifts to restricted funds
- Gifts trustees have had a role in securing

- Mundi (or other staff) will notify specific trustee(s) of the gift including the donor’s name & contact information
- Ask the trustee write or call the donor to thank them in a timely manner
- Your sentiments and appreciation to donors go a long way!
Development Committee Update

Outreach event concept:

- Trustee-hosted events
- Share the Hoover story outside of the Hoover campus
- Events can feature a performer, speaker or archivist presentation (if at the library-museum)
Agenda

Outreach events
Outreach Events

‘An Evening with Hoover’

Hoover performer, Brian ‘Fox’ Ellis, portrays Hoover prior to his 1929 Armistice speech.
Outreach Events
A Development Committee concept

Strategic Initiative #2: Raise more money through fundraising & other philanthropic means

Objective #5: Leverage special events to raise more funds from other means

Action Plan(s): Invite the right people & thank them
Add names to our database
Regularly solicit via mail/other means
Review prospects for major giving potential
Outreach Events

To host your event to benefit the foundation:

1. Discuss with Mundi optional event date(s) at least 6 weeks or more ahead on the calendar
2. Select and secure a venue for event:
   - suggestions: your home; your place of business; country club; the library- museum
   - Evening events at locations other than the library-museum; daytime events could be at library-museum with proper timing/coordination
   - For off-site events, host provides appetizers, beverages and can provide receipts to foundation to receive gift-in-kind tax acknowledgement
3. Invitations and RSVPs are provided through the foundation
4. Guest list provided by trustee; supplemented by Mundi, if needed
5. Nametags, Hoover content folders and event follow-up provided by Mundi

Comments from trustees in attendance on 11/1 event –Diana Gradert; Helen Colony
Outreach Events

Muscatine Outreach Event, ‘An Evening with Hoover’
Thursday, November 1, 2018  6-8PM
Geneva Country Club, Muscatine
Host: Diana Gradert, Trustee; Development Committee member

Event agenda
• 6:00-6:30pm  Guests arrive (nametags, food/drink, visit)
• 6:30pm  Jerry Fleagle: welcome and comments
  Introduce trustee(s) for comments (2-3 min)
• 6:40pm  Jerry introduces Brian ‘Fox’ Ellis as Hoover; performance begins
  (performance is 30-40 minutes)
  7:20pm  Performance ends
• 7:20pm  Jerry comments and closes event
• 7:30pm  Event Concludes
Agenda

Hoover Content folders
Hoover Content Folders

Purpose

Discuss Hoover campus and foundation priorities in leave-behind content during face to face visits with donors, members & prospects.

-Sample folder handed out at the meeting contains customizable content including: American Road newsletter; brochures from the library-museum, the national park, West Branch downtown historic district; mini-case statements on our current funding priorities & ways to give; Hoover campus upcoming events list; membership information, etc.
Agenda

Annual Fund Campaign Update
Annual Fund Campaign

- Working with vendor, deNovo
  - Three-pronged approach:
    - impact piece (created by deNovo)
      - tells a Hoover story & thanks donors for sharing our common values
    - solicitation letter
      - completed in-house; impact piece messaging with an ask
  - thank you card (created by deNovo)
    - Hoover campus photo; can be used broadly after annual fund campaign
Annual Fund Campaign

- Segments mailed to:
  - West Branch residents (all)
  - All donors, last 5 years
  - All current members who are not donors
  - Current trustees
  - Former trustees
Agenda

Grant Program
Grant Program Update

-Contracted with Linda Wastyn and staff to:
  -utilize her grants subscription service
  -identify potential grants for Hoover campus
  -research grant organizations
  -write and submit grants
  -grant reporting will be done by us
Grant Program Update

Since August:
- Submitted grant applications to the following:
  - Wells Fargo ($6,000 for Hoover Speaker Series)
  - ACT, Inc. ($5,000 for Bright Star Touring Theater)
  - Roy J. Carver Charitable Trust ($107,249 for technology updates to Figge Auditorium & Olberg Room at library-museum)
- 3 potential application options under consideration
Grant Program Update

Outcomes to date:
- Wells Fargo – no award received

- ACT, Inc. – received $1,800 (partial ask amount)

- Roy J. Carver Charitable Trust – received $107,249 (full ask amount)
Thank you!

Its not about the money.
Its what the money does that matters most.
Update on Strategic Plan
Linda Wastyn
Update on Initiative #1
Betsy Corridan
Update on Initiative #1
Board Self-Evaluation Document
Update on Initiative #2
Development, Mundi McCarty
Update on Initiative #3
Marketing- Jerry Fleagle
Audit Committee
Stephen Wolken, Chair

- Committee Report in Board Packet
- Committee Recommendation for Amended Audit Committee Charter
Audit Committee Charter Changes

• Page 1 - Updating changes to the document to reflect the name change from Association to Foundation, and changes from President to Chairman (since we changed titles earlier this year).
• Page 2 – Meetings - Delete first sentence (we have not met semi-annually in at least the last five years, and do not see a need to “require it”. It still specifies meeting with management, the Independent Auditor and internal auditing personnel, which is still being done.
Audit Committee Charter Changes

• Responsibilities and Duties: Substitute Foundation for Association throughout to update to present day name. On specific numbered items:
  • # 4 - remove the last half of the sentence: “and the internal auditing department”.
  • #5 - remove (this is now done by the Finance Committee)
  • #13 - remove (Budget is run through the Finance Committee)
Audit Committee Charter Changes

• #14- remove (internal audit executive reports to President & CEO, who reports to Exec Committee and the Board)
• #15- remove (The Finance Committee receives all reports generated, and the Independent Auditor reports to the Audit Committee)
• #16- update word “Directors” to “Trustees”.

MOTION REQUIRED FOR CHANGES
The Recipients of the $5,000 scholarship October 13 were:

- Alton Barber – Big Blue World – Bettendorf
- Carrigan McCoid – Military Recharge – Ankeny
- Nia Walker - Advancement of Minorities in Advanced Courses - Davenport
Committee Make Recommendation to Raise the Three $5000 Scholarships to $10,000
• Rising costs of education
• Create more interest in the program
• The USA program is now able to support the increase
• Top award ($5,000) has not been raised in 21 years
Uncommon Student Award Committee
Jeanita McNulty, Chair

Historical Perspective: Finalist award (initially $500) raised three times since inception of USA:
• 1999 - $750
• 2006 - $1,000
• 2018 $1,500
a. NARA Meeting, Sept 26, 2018
   • Meeting lasted less than an hour (was scheduled for 3 hours)
   • Nothing new to report
   • Foundations very skeptical of NARA- Washington
   • Foundations set up a sharing of documents site
   • Sense that NARA likes to “divide and conquer” Presidential Foundations
   • Progress being made on Civics Education
Hoover’s Hometown Days Update
Foundation Involvement

- Youth Hoover-Ball on Friday from 4-6PM- over 100 kids and 24 teams!
- 31st National Hoover-Ball Championships Saturday- approximately 155
- Mayor’s Parade- Hoover family members in parade, honored
- HPF Cookout Picnic- at the CE Smith Home
- Life Celebration, CE Smith Home, Lt. Gov. Adam Gregg speaking
f. Foundation sponsored historical impersonators at NPS Chautauqua tent

h. Library- had First Tech Challenge and First Robotics Challenge demonstrating their robots in the Hoover Museum on Saturday. - These are Hoover-sponsored teams from local high schools.

i. Next Year- Friday and Saturday, August 2-3, 2018
Potential Property Acquisition Update

• Foundation re-approached sellers, upped offer – response was an unchanged offer from sellers at $400,000
• Not an urgent item or priority for Foundation
• Will check back in spring with sellers to gauge any further interest
Communications Update

• Update was enclosed in the board packet
• Since the last board meeting, we have earned over 60 minutes of free radio and TV time, estimated at a value of over $5,000.
• Hoover has been featured in at least 5-newspaper articles estimated value of $2,000.
• HPF Facebook page reached over 25,000 people in 60 days. This is primarily due to paid banquet post boosts. (Sept/Oct)
Communications Update

- The first week of Nov., we reached 12,100 people and received 631 likes.
- Twitter posts have been minimal the last 60 days, but still made 2,500 impressions.
- The last 30 days our website had 2,886 views.
- We continue to send a monthly e-newsletter to every email address we have. Last month it was 1306 with a 32% open rate, down from 35%.
Budgeting for FY 2019
Setting priorities in line with the Strategic Plan

• Lots of Unknowns
• Pursuing Grants- which will primarily fund existing programs and needs at the Library
• Some grants will require matches (from us)
• Tax Law Changes- effect on Contributions
• Foundation Software change
• Fundraising Expenses needed to develop programs
• Marketing Expenses- hiring a consultant?
Budget for FY 2019- Notables

• Contributions GA Up- Major Asks, general- going to need your help with leads!
• Grants- $180,000- have already received $109,000 FY YTD
• Expenses- Marketing Increased
• Awards, Library Support Increased
• Auditorium Improvements
• Tight bottom line
• “New” projects and ideas increase costs unless offset with revenue
Membership Report

• Roster (as of 9-30-2018)
• September 2018 Monthly Membership Report
• Active Members- 577 (21.7% increase)
• Library Memberships- 23 sold since 4-1-18
• Retention Rate – hovering around 85% last three years
• With more aggressiveness selling Library memberships, retention may dip
2019 Texas Presidential Library Trip

- April 8-16, 2019
- Selling land packages, with air option (45 spots reserved out of Moline and Des Moines)
- Begin in Dallas, end in San Antonio
- Registration Deadline December 31, 2018 (or until 45 spots sell out)
- Possible option of more, cost uncertain
2019 Board & Committee Dates

- Number of Board Meetings- 3 or 4?
- Committee Chairs to meet periodically with the Executive Committee
- Development, Committee on Trustees, Facilities, Campus Leadership TBD
- Post to Web Site- send Outlook Calendar invites out
Board Chairman’s Time
David Dierks

- Banquet Update
- Trustee Involvement
- Committee Changes- back to me by Dec. 1, 2018
- Other Issues
• Old Business
• New Business
• Adjournment
  (of regular meeting- Annual Meeting begins immediately after)
Annual Meeting

I. Welcome: David Dierks, Board Chair
II. Committee on Trustees Report, Barry Butler, Chair
Annual Meeting

III. Acceptance of Resolution “A” for Re-Election of Members to a Three Year Term (January 1, 2019-December 31, 2021: Committee on Trustees

- H. Eugene Anderson
- Charles Becker
- P. Barry Butler
- Willis Bywater
- Helen Colony
- Mary Bywater Cross
- Leslie Hoover-Lauble
- Jennifer Marsh
- Gerald Meis
- Karen Suchomel
- Stephen Wolken

This will require a vote
IV. Acceptance of Resolution “B” for Election of New Members: Committee on Trustees

- Election of Rodney Lehnertz and Jeremiah Terhark

This will require a vote
Annual Meeting

V. Acceptance of Resolution “C” for Election of Officers for 2019: Committee on Trustees

David Dierks- President (second year term of 2 terms limit)
Gene Anderson- First Vice President (second year term of 2 terms limit)
Barry Butler- Second Vice President (second year term of 2 terms limit)
Betsy Corridan- Secretary (annually, no term limits)
Ann Doyle- Treasurer (annually, no term limits)
(Elected 2019 Trustees take office January 1, 2019)

This will require a vote
VI. Trustee Emeritus- (from HPF Bylaws): Trustee Emeritus. The nonvoting category of “Trustee Emeritus” is established to recognize those Trustees wishing to withdraw from active service as a Trustee, while maintaining a relationship with the Foundation. The Committee on Trustees is authorized to extend an invitation to those Trustees who have been unable to actively participate in the affairs of the Foundation, to assume the status of Trustee Emeritus. A Trustee Emeritus shall have no right to vote. (None have been nominated)
Annual Meeting

VII. Review, approve and ratify actions of the Executive Committee for the preceding year. (Executive Committee meeting minutes have been provided in quarterly board packets)

VIII. **Executive Committee** (from HPF Bylaws) 8.03 The Executive Committee shall be composed of the President, First Vice President, Second Vice-President, Secretary, Treasurer and immediate Past President of the Corporation as well as one representative of the Hoover family as determined by the President upon recommendation of the family.
IX. Establish and Appoint Committees (from HPF Bylaws) - Create ad hoc committee or committees and appoint from its membership persons to serve as members thereof and to perform such duties as the Board may determine. In lieu thereof, the Board may authorize the President to create such committee or committees, as the President may deem necessary and appoint members to serve thereon. The President of the Corporation shall be an ex-officio member of any duly constituted committee. The President shall appoint a Chairperson of each committee subject to approval of the Board of Trustees.
Annual Meeting

X. Old Business
XI. New Business
XII. Adjourn