

# MINUTES

## Waverly Public Library Fundraising Committee

July 6, 2022

WPL Fundraising Committee met July 6, 2022, at 4:30 PM at the Waverly Public Library.

**Present:** Diana Blake, Kim Folkers, Emily Frederick, Jim Janssen, Deanna McCue, Elaine Main, Stephen Main, Sarah Meyer, Fred Ribich

**Absent:** Ross Helgevold, Trevor Krug

McCue called the meeting to order at 4:30 p.m.

Motion carried to approve the agenda (Ribich moved/S.Main seconded).

Motion carried to approve the June 27, 2022, minutes with two changes; *Legalities* are clarified, and the notes titled *Notes for committee use*. Minutes will be posted; minutes with notes will be shared with trustees.

**Next meeting:** 4:30 p.m., Monday, July 11

**Fundraising target and timeline:** No change in what will be recommended to the trustees. The library project will be presented to city council at its study session Monday, August 22.

**Prospect list:** A subcommittee should create the list of persons and businesses.

**Professional fundraising support:** McCue and Meyer noted that the Northeast Iowa Community Foundation can offer support for complex gifts, tax deduction letters, and three-year pledges.

**Grants:** Grant possibilities will be identified through the Iowa Library Association, Google searches, and possibly grant search software.

**Campaign theme:** *Room for Renewal* captures both the dated 25-year age of the library and the need to obtain space for children, teens, and adults. The library's purpose, goals, and numbers have changed since 1997. Some of these changes were made obvious by patrons' needs during the pandemic. Now, space does not meet or fit needs.

**Communication piece:** Changes to the three-color 8.5 x 11-inch brochure were reviewed, and it was suggested that the brochure be critiqued by a focus group.

**Video:** It was agreed to pay James Mossman half in July and half in August.

**Budget, accounts, donor recognition, website, donor approach letter:** Next meeting.

**Adjournment:** A motion to adjourn (Ribich/Janssen) passed at 6:12 p.m.

Respectfully submitted,  
Elaine Main, Secretary