

MINUTES

Waverly Public Library Fundraising Committee

January 25, 2023

Deanna McCue called the WPL Fundraising Committee to order at the Waverly Public Library at 4:37 p.m., January 25, 2023.

Present: Diana Blake (at 4:57 p.m.), Blake Conover (left early), Kim Folkers, Dani Gordon, Ross Helgevold (at 4:48 p.m.), Jim Janssen, Deanna McCue, Elaine Main, Stephen Main, Sarah Meyer, Bethany Nelson (left early), Fred Ribich. Trevor Krug has moved to the Grassroots Subcommittee.

Absent: None.

Agenda: A motion passed to approve the agenda (Ribich moved, Janssen seconded).

Minutes: The minutes from January 11, 2023, were amended to read **\$700,000** as the library's request to the city and James **Bronner** as attending the Board of Supervisors' meeting with Meyer. The amended minutes were approved (Folkers/Ribich).

Campaign progress: The sum of pledges and gifts was updated. Little Greenlight software procedures are being written.

City council budget review: The city budget review begins at 8 a.m., Saturday, January 28, with the library's review occurring late morning. The library presentation will mention its \$700,000 request to the city.

Leadership gifts subcommittee: The leadership phase of the campaign will finish in early February. Service groups are being contacted, and a January 24 presentation to the Chamber of Commerce board was positively received. The possibility was discussed of a February event at the library for service clubs and/or businesses. Contacts will be planned with families of deceased library contributors. A strategy for contacting the next tier of potential donors will be developed.

Much discussion centered around adding sponsorship opportunities, such as the virtual lobby display, three library service centers, lobby lounge, Friends room upgrade, and outdoor digital sign. Some of the questions that arose are: the dollar figure for each opportunity, whether construction plans exist for some of these opportunities and how to cover the additional cost if the opportunity was not in the architects' original plan, and how to inform the original list of sponsors if new opportunities are available. Library trustees will be invited to the Fundraising Committee's February 8 meeting to decide whether to add sponsorships. The Library's building and grounds committee will meet to offer a recommendation.

Communications subcommittee: Nelson has provided Waverly Newspapers with library staff information. She is using the annual report to create information tidbits about the library. Krug is moving from the Communications Subcommittee to the Grassroots Subcommittee. Letters to the

Editor (Waverly Newspapers) are being banked for future use. A flier might be created for the Grassroots Campaign.

Operations subcommittee: Contributions through January are acknowledged. January payment reminders are being sent to a handful of pledgers. When to send a reminder to people who made an annual pledge is being discussed. Pledge forms are being attached to software entries for about 40 donors so that pertinent information is not lost (such as memorial designations). Personally written thank you notes can be added to a donor's entry. ACH requests have not yet been requested.

Grants subcommittee: Kris Fagre is finishing the first grant application, which has a deadline next week. Grant due dates will be added to the Google calendar by S.Main.

Grassroots subcommittee: Nelson is chairing the committee with Krug.

Other business: The bookmobile may arrive during summer (July?).

Adjournment: The meeting adjourned (Ribich/Blake) at 6:08 p.m.

Next meeting: 4:30 p.m., Wednesday, February 8, 2023.

Respectfully submitted,
Elaine Main, Secretary