

MINUTES

Waverly Public Library Fundraising Committee February 22, 2023

The 24th (!) meeting of the WPL Fundraising Committee was called to order by Deanna McCue at 4:35 p.m., Wednesday, February 22, 2023, at the Waverly Public Library.

Present: Diana Blake, Blake Conover, Kim Folkers, Dani Gordon, Ross Helgevold, Deanna McCue, Elaine Main, Stephen Main, Sarah Meyer, Fred Ribich.

Absent: Jim Janssen, Bethany Nelson.

Agenda: The agenda was approved (Blake moved, Folkers seconded).

Minutes: The minutes from February 8, 2023, were approved (Ribich/Helgevold). Teri Edman's name was incorrectly spelled.

Campaign progress: The library's \$700,000 city bond request was approved (four/two) at the City Council meeting February 20. Jack Renn and Xavier Boeding spoke in favor of the bond and renewal project. The council may change its budget vote from March 6 to March 20.

Pledges, gifts, grants, and city and foundation funds are nearing \$2 million, so it is hoped that the architect can start processing bid documents in early March. The foundation board meets in March and may identify a minimum amount that the foundation will contribute so that total can be used in grant requests.

Leadership gifts subcommittee: Six pledges are pending, as well as six "follow-ups." A second list of 35 donors has received information and postcard reminders. Businesses and civic organizations will learn about the project at 1:30 p.m., Wednesday, March 8, and 4:30 p.m., Thursday, March 9. After refreshments and brief remarks, a tour will take place, followed by patron and staff comments. RSVPs are due March 3. Committee members are encouraged to attend. A one-page handout with map would be helpful.

Communications subcommittee: To answer patron questions, the one-page information sheet designed for the grassroots campaign will soon be available in the library. After newspapers cover Monday's bond approval, McCue will send a letter to the editor with thanks and facts. Issuing a press release between March 30 and the beginning of the grassroots campaign was discussed.

Grassroots subcommittee: A residential mass mailing including a mail-in pledge form is planned on April 10. Kickoff might take advantage of National Library Week April 23-29.

Operations subcommittee: When completing the giving form, the text size is small.

Grants subcommittee: The Carver Trust indicated that the library could submit an application by March 15 for its April review. Bremer County support has not been announced.

Adjournment: The meeting adjourned (Blake/Ribich) at 5:55 p.m.

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

Respectfully submitted,
Elaine Main, Secretary