

# MINUTES

## Waverly Public Library Fundraising Committee

April 19, 2023

The WPL Fundraising Committee met Wednesday, April 19, 2023, at the Waverly Public Library. Deanna McCue called the meeting to order at 4:35 p.m.

**Present:** Diana Blake (at 4:45 p.m.), Kim Folkers, Ross Helgevold, Jim Janssen, Deanna McCue, Elaine Main, Stephen Main, Sarah Meyer, Bethany Nelson.

**Absent:** Blake Conover, Dani Gordon, Fred Ribich.

**Agenda:** The agenda was approved (Folkers moved, S.Main seconded).

**Minutes:** The April 5, 2023 minutes were approved (Janssen/Helgerson).

**County funding:** Bremer County's \$25,200 is confirmed.

**Campaign progress:** The campaign has reached 90% funding (\$2,169,700). Following mailing of the brochure to all Waverly residents, a half dozen donations/pledges are arriving daily.

**Building and grounds committee update:** Because of the campaign's positive progress, adding a bookmobile garage to the campaign was mentioned. Preferred location is the west end of the parking lot. It was suggested that first the use of a city garage be evaluated, and future West Cedar School plans be considered. The size of bids might require additional funds. If the campaign exceeds its goal, another option is using less money from the library foundation.

**Leadership gifts subcommittee:** The possibility of a five-year pledge was approved by consensus, with the thought that foundation money could cover expenses until the pledge was fulfilled. Allowing the pooling of gifts to reach a naming gift, such as from Eisenach residents and Waverly-Shell Rock students, was also approved by consensus. Eisenach events on May 5 are at 10:30 a.m. and 3:30 p.m. Kiwanis meets at the library May 30. The PEO presentation will be rescheduled.

**Grassroots/communications subcommittee:** Saturday, April 29, from 11 a.m. - 2 p.m. is the kickoff Grassroots event, with things such as food truck, mini golf in the stacks, a free cookie available inside the library, and a donation station with computer set-up. Progress will be marked by a lobby shelf with a growing number of books. Publicity includes social media, KWAY program, and Waverly Newspaper article. Janssen's letter to the editor appeared April 18, and Deanna's letter to the editor will be resubmitted. A display of who has already contributed was suggested. Studeo MELEE is creating a video virtual tour.

**Operations subcommittee:** Gifts are being entered and tracked as they are received by Librarian Zach Leisinger. Revising the on-line giving form is in progress. Meyer might solicit committee help in writing thank you notes.

**Grants subcommittee:** The Roy J. Carver Charitable Trust awarded the project \$80,000. The Max and Helen Guernsey Charitable Foundation grant of \$50,000 should be received soon. A Bremer County Community Foundation grant has been submitted. A request to the Black Hawk County Gaming Association will be tempered by the fact it recently gave a sizable gift to Waverly. It was suggested that Meyer talk with the CATT grant administrators about the amount

the library will request. To show need, possibilities include reducing the Foundation gift amount, adding the bookmobile garage, considering an amount for unfulfilled pledges, and anticipating the uncertainty of incoming bids. Work is still being done on T-Mobile Hometown Grant and Nestle.

**Other business:** The Foundation investment committee met March 31 to evaluate the cash vs. long-term investment position. For grant reporting, documentation will trace how the various grants are expended.

**Adjournment:** The meeting adjourned (Blake/S.Main) at 5:50 p.m.

**Next meeting:** 4:30 p.m., Wednesday, May 3, 2023.

Respectfully submitted,  
Elaine Main, Secretary