

MINUTES

Waverly Public Library Fundraising Committee

June 21, 2023

At 4:33 p.m., on Wednesday, June 21, 2023, at the Waverly Public Library, the Fundraising Committee was called to order by Deanna McCue.

Present: Diana Blake (left at 5:30 p.m.), Kim Folkers, Ross Helgevold, Deanna McCue, Elaine Main, Stephen Main, Fred Ribich.

Absent: Blake Conover, Dani Gordon, Jim Janssen, Sarah Meyer, Bethany Nelson.

Agenda: The agenda was approved (Ribich moved/S.Main seconded).

Minutes: The May 17, 2023 minutes were approved (Blake/Folkers).

Campaign progress: \$2,296,000 has been raised (\$188,000 grants; \$725,000 City/County; \$500,000 Library Foundation; \$883,000 gifts/pledges). The grassroots campaign totals \$70,000 toward its \$200,000 goal. The campaign will try to “ramp up” small donations. Cash in the checking account should be adequate to pay upcoming bills, including 40% of the bookmobile upon its arrival (now delayed into July).

City and county funding: Funds have not been received, but the fiscal year for both begins July 1.

Building and grounds committee update: The architects fine-toothed plans at the library all day June 16. Time was spent adjusting the children’s area space, planning the adult den, mitigating sound in meeting rooms, and brainstorming the virtual donor wall. The campaign web page will contain a link to Requests for Proposals (RFP). Story Tree bids are due June 30. Other bidding will take place early fall so that contracts can be awarded in October and construction can begin November 1.

Grassroots/communications subcommittee: McCue shared a 600-word news release by email, which was well-received. It was decided to omit the paragraph about the bookmobile and its possible garage, and use that information in a separate news release.

Leadership gifts subcommittee: Ribich said donors would like campaign-progress information and encouraged a news release that would acknowledge lead gift donors by name. Another news release might list grants the campaign has received. Updating the web site and producing a campaign newsletter were mentioned. It was suggested that Nelson create a communications calendar. Ribich asked for contact information for a few potential Tier Two donors. A number of Tier Two donors have not responded despite handwritten notes from Blake and Ribich.

Operations subcommittee: Before names of donors are publicized, an audit (Zach Leisinger, McCue, Meyer) will confirm accuracy of information in Little Greenlight software. McCue received word that a “kids’ fundraiser” will take place June 26 before and after the elementary explorers’ program. It is being organized by two mothers, Kimberly Mueller and Kelly Johnson.

Grants subcommittee: An application for \$50,000 has been submitted to Black Hawk Gaming Commission. Meyer will attend the Bremer County Community Foundation Awards Event July

12. The committee might contact the Nestle Cares program. Rotary has submitted a grant to fund new book shelves.

Next meeting: 4:30 p.m., Wednesday, July 19, 2023.

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

Respectfully submitted,
Elaine Main, Secretary