

MINUTES

Waverly Public Library Fundraising Committee

June 13, 2022

WPL Fundraising Committee met June 13, 2022 at 5:00 PM at the Waverly Public Library.

Present: Deanna McCue (Acting Chair), Sarah Meyer (Library Director), Ross Helgevold (Trustee), Diana Blake (Trustee), Elaine Main (Trustee), Stephen Main (Friends), Fred Ribich (Foundation), Emily Frederick (Community)

Absent: Jim Janssen (Trustee)

Meeting called to order by McCue at 5:00 PM.

Motion to approve the agenda by Ribich. Second by Blake. Motion carried.

Introductions were made and discussion held on regular meeting times, with consensus to begin meeting weekly at 4:30 PM on Mondays.

Helgevold, McCue and Meyer reviewed their recent discussion with City Administrator, James Bronner. Bronner encouraged development of clear, compelling messages regarding the need for WPL space enhancement, along with an overall project plan, for presentation to City Council, and suggested info be brought forward in late July or August, before other significant projects become more active. Bronner also confirmed a \$700,000 limit on City funding for the project without requiring a public referendum.

McCue reviewed the initial fundraising targets discussed at recent WPL Board and WPL Foundation Board meetings. Following discussion, consensus was to initially consider funding in the following four categories:

- **City** (just under \$700,000 limit without city-wide vote).....\$650,000
- **Grants** (including Community Attraction and Tourism (CAT) as “last” money in)400,000
- **Foundation** (primarily targeted at remainder of Anderson gift)500,000
- **Fundraising**650,000
- **TOTAL PROJECT**\$2,200,000

McCue noted the original project cost as approved by the WPL Board, based on the original architect proposal and Building and Grounds Committee recommendation, was \$2,125,000.

Frederick noted that establishing a formal “quiet phase” for lead gifts, prior to broader public fundraising, was likely not a concern in a community like Waverly, and presenting the case to City Council in late July should not be an issue. Frederick suggested the idea of raising \$650,000 from Waverly residents and asking the City to “match” the community’s contribution.

Ribich highlighted previous Foundation discussion around the idea of presenting all or part of the remaining Anderson funds as a “challenge” gift. McCue noted that while subject to significant recent market volatility, available Foundation custodial dollars were approximately \$700,000, and dollars above a \$500,000 Foundation target could be considered as a contingency fund should construction costs rise or fundraising fall short of goal.

Meyer stated a target of \$650,000 from the City was roughly 30% of goal, and based on feedback from colleagues, this amount was somewhat less than typically funded by cities for comparable Iowa library building projects.

Helgevold noted in conversation with Bronner that City funding, once approved, would be available for use immediately as part of the annual budget, and could not be carried over into another budget cycle.

Further discussion was held on potential grants to explore, in addition to CAT, highlighting McElroy, Schoitz and Guernsey as possible sources to pursue. The need for dedicated support for grant-writing was noted, and the question was raised regarding availability of INRCOG to help with grant application.

McCue shared a first draft of a marketing piece documenting initial ideas for case statement and campaign theme. The theme of “room for renewal” was well received, and will be discussed further at subsequent meetings. There was general consensus that a brochure akin to the draft would be valuable, but would need to be shortened and “tightened up” in messaging. A smaller flyer or tri-fold would also be important and could contain some of the info regarding timeline, funding estimates and donor recognition. A website link to more info and online donation will be critical.

The group noted the mock-up of proposed floor plan should be easily understood, including orientation of current entrance, and Blake highlighted the value of those visuals in the original construction project. 3D and other mock-up ideas will be discussed with the architecture firm.

Ribich shared his discussion with Penni Pier at Wartburg on potential for a student to help to create a marketing video. Dr. Pier has a student in mind, but noted the work would need to be completed this summer prior to start of fall term. Ribich will follow up and indicate the Committee’s interest, and learn more about stipend.

Meyer and McCue reviewed a potential timeline with the group, including:

- City council study session (3rd Monday of month) July 2022
- City budget presentation (fiscal year 2023-24) January 2023
- City budget approval March 2023
- Architectural proposal (phase 2 with Studio Melee) March 2023
- Permits and construction documents April - July 2023
- Bidding August 2023
- Construction (after companies finish school projects) September 2023 - April 2024

McCue distributed a first draft of a letter to prospective donors, for discussion at an upcoming meeting. Meyer and McCue also noted a donor prospect database is under construction, including names from recent Foundation and Friends giving and donors to the original Library building project and other community efforts.

Topics for future meetings were reviewed, including project budget, sources of funds if fundraising falls short of goal, potential help from professional fundraisers, timing of pledges, market volatility and economic uncertainty around construction costs, and identification of naming opportunities.

Motion to adjourn by Ribich. Second by Helgevold. Motion carried. Meeting adjourned at 6:01 PM.

Next regular weekly WPL Fundraising Committee meeting scheduled for Monday, June 20, 2022 at 4:30 PM.

Respectfully submitted,

Deanna McCue, Acting Chair