MINUTES
Waverly Public Library Fundraising Committee
August 24, 2022

WPL Fundraising Committee met August 24, 2022, at the Waverly Public Library and by Google Meets.

Present at the Library: Diana Blake, Kim Folkers, Ross Helgevold, Jim Janssen, Deanna McCue, Sarah Meyer.

Present by Google Meets: Elaine Main, Stephen Main.

Absent: Emily Frederick, Trevor Krug, Fred Ribich.

McCue called the meeting to order at 5 p.m.

Motions carried to approve the agenda (D. Blake moved, Folkers seconded) and August 17 minutes as amended (omitting the reference to Covid in the notes).

City Council presentation: Council members responded positively to McCue's presentation. At future presentations, committee members suggested including the library staff and elaborating on the library's position as a center for the community. Hopefully, the Waverly Newspapers will publish more information in the future. The news release has not yet been sent to the Courier.

Campaign professional consulting: After discussion, the committee voted (Janssen/Blake) to suggest to the library trustees an a la carte contract with 1Vision. The four services that 1Vision suggested are fundraising operations assessment, identifying foundations, creating a digital presence, and counsel/structure/administrative support/accountability.

Pledge card responses: The few outstanding pledge cards from trustees, Friends board, and Foundation board should be forwarded to Meyer.

Brochure: The latest version will be shared with committee members. Clarification of the campaign's "fiscal agent" was suggested.

Prospect list: The donor spreadsheet will be fine-tuned with consultation from 1Vision. The Friends have developed a comprehensive list of potential Friends.

Children's area tree: Meyer will check about artwork.

Timeline: Creating a timeline for the campaign might be prudent before fall/winter calendars fill.

Next meeting: 5 p.m., Wednesday, August 31.

Adjournment: A motion passed at 6:04 p.m. to adjourn.

Respectfully submitted,
Elaine Main, Secretary