

MINUTES

Waverly Public Library Fundraising Committee

October 12, 2022

On October 12, 2022, the WPL Fundraising Committee met at the Waverly Public Library.

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

Absent: Trevor Krug.

McCue called the meeting to order at 5:00 p.m.

Agenda: A motion passed to approve the agenda (Blake moved, S.Main seconded).

Minutes: Minutes from September 28, 2022, were approved (Ribich/Folkers).

Campaign master schedule: 1Vision will update the schedule this week. The campaign committee website will contain a master volunteer log that will contain contact information for subcommittee members. Emily Frederick is no longer a committee member.

Leadership gifts subcommittee: Ribich is chairing this committee. The list of 100 “first prospects” will be shared with committee members this week. Callers may choose to attend training from 6 - 7:30 p.m. on either Wednesday, October 26, or Thursday, October 27. A letter signed by the chair will be sent to assigned prospects. The naming opportunity list was approved by the library trustees October 11, and a page describing the naming opportunities is in process. It will be helpful to have clear answers to questions about: phasing the project, if necessary; how delays might affect progress or naming gifts; what percent must be raised before projects begin; and how the city contribution might be used. Board member participation remains at almost 100 percent. The possibility of an after-hour library tour for prospects was discussed.

Communications subcommittee: The brochure is being edited, and a draft website has been created. Short one-minute videos will be pulled from the longer video to focus on children, teens, adults/community. The video can be viewed on the campaign committee website. A meeting of the communications subcommittee will be determined.

Operations subcommittee: The library trustees approved October 11 using custodial funds to purchase donor software. Processes, such as PayPal, ACH, and electronic transfer, are being evaluated by Larry Roth and Ryan Webster. The foundation managed account is able to accept stock donations, and the library investment committee report was shared. Meyer and Jeni Mein are creating a how-to flow chart for receiving contributions. Potential IRA required minimum distributions often occur in December. The operations subcommittee meets at 4:30 p.m., Wednesday, October 19.

Grants subcommittee: The grant list has been pared, and a calendar will be built next week. Specifics of the Black Hawk Gaming Commission were mentioned. The committee would like more members to help with grant writing.

Adjournment: The meeting adjourned (Ribich/S.Main) at 6:10 p.m.

Next meeting: 5 p.m., Wednesday, October 26, 2022.

Respectfully submitted,
Elaine Main, Secretary