

MINUTES

Waverly Public Library Fundraising Committee

July 25, 2022

WPL Fundraising Committee met July 25, 2022, at the Waverly Public Library.

Present: Diana Blake, Kim Folkers, Ross Helgevold, Jim Janssen, Trevor Krug, Deanna McCue, Elaine Main, Stephen Main, Sarah Meyer, Fred Ribich

Absent: Emily Frederick

McCue called the meeting to order at 4:34 p.m.

Motion carried to approve the agenda (Ribich moved/Blake seconded).

Motion carried to approve the July 18, 2022, minutes (S.Main/Janssen).

Next meetings: 4:30 p.m., Wednesday, August 3, and 4:30 p.m., Monday, August 8, 2022.

Professional fundraising support: The benefit of contracting a feasibility study was reviewed. Cost might be paid from the library foundation. A decision will be made after the fourth professional fundraising group submits its proposal. Meyer will ask James Bronner whether a feasibility study should be completed before the library's study session with City Council.

Timeline: The committee weighed the timing of the scheduled August 22 study session with the City Council. It will be important to meet with the trustees of the library foundation before that session. The City Council presentation should share information from the library's vision/mission/values, strategic planning, space needs study, and architect master plan. For an August presentation, information packets must go to council members by August 15.

Engaging younger patrons: Krug emphasized the importance of creating a library relationship with young people. While younger people might not be big donors, their participation plants seeds for the future. He mentioned social media and technology, Go Fund Me campaigns, monthly giving, offering in-kind volunteer opportunities, and using phone technology.

Funding target: The architect feels our target goal is correct, despite inflation and the rise in construction costs.

Naming opportunities, donor recognition, video, brochure, pledge cards: No action. The trustees' building and grounds committee will offer feedback on naming opportunities. Ribich and Meyer are finishing the four-minute video script.

Next meeting: 4:30 p.m., Wednesday, August 3.

Adjournment: A motion passed at 6:10 p.m. to adjourn (Ribich/S.Main).

Respectfully submitted,
Elaine Main, Secretary