

# MINUTES

## Waverly Public Library Fundraising Committee

January 11, 2023

Deanna McCue called the WPL Fundraising Committee to order at the Waverly Public Library at 5 p.m., January 11, 2023.

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

**Absent:** Dani Gordon, Bethany Nelson.

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

**Minutes:** The minutes from December 6, 2022, were approved (Ribich/Janssen).

**Campaign progress:** Pledges and gifts now total 23.5 percent of the total project goal. Library boards' support is 100 percent with gifts and pledges at \$200,000.

**City council budget review:** The mayor and council representatives received an email letter soliciting their questions about the Make Room for Renewal campaign. The library presentation will mention its \$700,000 request to the city. The city budget review begins at 8 a.m., Saturday, January 28, with council budget vote Monday, March 6.

**Leadership gifts subcommittee:** Eighteen contacts are "in progress," with five additional contacts to be made. Letters to 60 businesses will be followed up. Service clubs are being contacted. A motion passed (Ribich/S.Main) to solicit multiple gifts at \$10,000 increments for the two \$80,000 teen areas. Additional sponsorship opportunities with dollar amounts will be discussed January 25 and might include three staff desks and the donor virtual space. The building and grounds committee will be asked to suggest drawings for the donor recognition. The committee is not seeking matching challenges, due to their additional complexities. A one-page flyer listing additional sponsorships is planned.

**Communications subcommittee:** A January news release will provide campaign updates, and library staff members will be profiled on media. Deadline for the Waverly Newspapers' progress editions is the end of February. Krug will "map" library outreach sites in a news release. Communication to the Chamber of Commerce and on KWAY radio continues.

**Operations subcommittee:** Little Greenlight software works well, thanks to Ryan Webster. Donations can be made via ACH, PayPal, and Stripe (credit cards). Patrons can use library computers to make donations. Contributions go into the Waverly Library Foundation's direct account. How to create reminders for recurrent payments is being studied.

**Grants subcommittee:** The grant calendar is revised to reflect deadlines. For example, the CAT grant application will be submitted in July. It requires a Bremer County contribution, and Sarah and James Bronner will meet with county supervisors Monday, January 30.

**Grassroots subcommittee:** Bethany Nelson will chair the committee, and names of volunteers to work with her are being solicited. The grassroots campaign is scheduled for March.

**Other business:** Trustees increased the cap on funding to 1 Vision.

**Adjournment:** The meeting adjourned (Ribich/S.Main) at 6:35 p.m.

**Next meeting:** 4:30 p.m., Wednesday, January 25, 2023.

Respectfully submitted,  
Elaine Main, Secretary