



Library Board Development Committee Meeting Minutes
2/1/2019

2:30pm

Leonard Archer Meeting Room

Call to Order

In attendance: Director J. Sansing, Admin. Librarian R. Light, Trustees C. Reichard-Ward, M. Paulisse, Friends of the Library President, K. Natoli, and former Trustee J. Gillman

1. Public Comments

None

2. Review of 1-3-2018 minutes and old business action items

a. Donor lists

The Friends shared their list and this was combined with donor lists from the Madison Community Foundation and the SCLS Foundation. The donors with \$500+ contributions were identified.

b. Draft letter

Director Sansing suggested that a touch base letter be created in collaboration with the Friends of the Library, as many of the donors currently contribute to the Friends/are members. Personalization, demonstration of impact, celebration, a reinforcement of positivity while pointing to short-term needs at the library, will be part of the letter. Offering additional services was also discussed. For example, a business wants to donate and we offer to come and do a book talk or Libby training.

c. Build donor pyramid

Next steps include building the donor pyramid and matching asks with opportunities.

3. Budget Review

a. Overall Project budget and software system trials

In order to manage all donor data, communications, finances, etc. the committee is reviewing two products: Little Green Light and Donor Perfect. The Friends have committed to supporting this new ongoing cost, as the library already maintains their membership records. A product like this will serve as an investment in our donors, a retention record, and serve well into the future.

b. Campaign goal and budget

The Committee discussed the goal of \$100k and felt that this was not substantial and should be doubled to \$200k. This will include the cost of the campaign, and any fees associated with the MCF, printing costs, etc. This will go before the library board for recommendation.

c. Accounting procedures SCLS, MCF, City

i. Make recommendation to Library Board for 2/12/2019 mtg.

Per Wis. SS 43, public library boards are allowed to hold gifts and donations separately from the municipality. Director Sansing will seek information on options from the city finance dept., other SCLS directors, SCLS staff, and Wegner CPA's.

4. Review Project messaging and story

The RFP for the Community Campus is in draft form and ready for Common Council review. This is good timing for the Next Chapter project, as it speaks to the long-term planning process and ultimate goal of new construction. Staff will work on messaging and create a 1-sheet info doc.

5. Review Timeline

Launch campaign in late March or early April, perhaps in conjunction with National Library Week April 7-13th. The committee discussed ending the campaign upon goal met, or end of 2019. Also, discussed was the timeframe for grant applications and the MCF grant cycle, which would require extending the deadline beyond 12/2019.

6. Naming Rights Policy

a. Review of currently named

The committee reviewed the history of naming for the Mack Reading Room, Archer Meeting Rooms, and the Joseph and Mildred Schwab Storytime Room. The Mack Reading Room and Storytime rooms were named from generous donations. The Archer Room was named as an honorarium to Leonard and Marion Archer where were two outstanding WI Library Professionals. Director Sansing will get in touch with any surviving donors and/or their families, as well as seek info from former Director, P. Nelson on the history of the naming. C. Reichard-Ward is on the policy committee and reviewed the new/proposed naming policy and suggested edits. This will be updated and presented to the library board for approval at the March meeting.

7. Donor Recognition

The group will bring back ideas on how to recognize donors.

8. Engagement Ideas

The group will bring back to the 2/14 mtg. ideas for engaging the public in hands on activities and celebrations that bring awareness and financial support to Next Chapter.

9. Next Meeting 2/14/2019 3:30 Leonard Archer Meeting Room

a. Set next dates – Feb. 14th, 2019 3:30pm

10. Adjourn

Minutes taken by Director J. Sansing

Avenue, Middleton, Wisconsin, at least 24 hours prior to the commencement of the meeting so that any necessary arrangements can be made to accommodate each request.

BOARD & COMMITTEE MEMBERS: If you are unable to attend this meeting, please notify Jocelyne Sansing, jsansing@midlibrary.org or (608)827-7425 by 8a.m January 31st.

Agenda Posted: 3pm on Tuesday January 29th, 2019