



Middleton Public Library Board Meeting Minutes January 14th, 2020

The meeting was called to order by Robert Burck at 5:34 p.m.

Present: Robert Burck, MaryBeth Paulisse, Robert Seltzer, Cindy Zellers, Chris Morris, and Administrative Librarian Rebecca Light, Roshelle Ritzenthaler, Courtney Ward-Reichard, Library Director Jocelyne Sansing, Special Guest: Boris Frank

Absent: Tom Yost, Rose Sime

1. **Public Comments**

None

2. **Approval of the Minutes of the December 10th Library Board meeting** (action item)

Motion to approve by Mr. Seltzer, second by Ms. Zellers. Motion passed unanimously.

3. **Special Guest, Boris Frank to present on Library Trustees & Fundraising**

Boris Frank is an expert in library fundraising for capital campaigns and a Madison-area resident. Mr. Frank educated the board on the stages of a Capital Campaign. Highlights include:

- Leadership: Mr. Frank emphasized the role of multi-generational leadership on campaigns—from youth to seniors. Mr. Frank described an opportunity to integrate youth in the business planning and fundraising as part of their student service requirements.
- Campaign Plan: Mr. Frank is putting together a toolbox with other area experts that will be available for free via the Madison Community Foundation, including a Campaign Plan that is essentially a business plan for the campaign.
- Theme: We will need to determine if the “Next Chapter” campaign continue, or is this something new? The elevator pitch is critical to break through. The non-profit world tends to be very wordy, so we need to boil it down so people would like to hear more.

The second portion of Mr. Frank’s presentation focused on “The Art of Securing Donations” and the role of Board Members in building a *culture of fundraising* for the project. Highlights include:

- It’s all about relationships. It takes time to build these special, strong relationships.
- Focus on the value for the community.
- Bring your one-page strategic plan to every board meeting, to keep desired outcomes, goals and objectives top of mind.

4. **Approval of December 2019 Vendor Report** (action item)

In the Vendor Reports, Ms. Light indicated that we will close 2019 budget reporting at our February Board Meeting. Ms. Light highlighted an expenditure to WiLS for database renewal and noted endowment contributions and generous donations to Katie Kids.

Motion to approve the December Vendor Report by Mr. Seltzer, second by Ms. Paulisse. Motion passed unanimously.

5. **Approval of the DCLS Agreement for Extension of Library Service 2020** (action item)

Motion to approve by Ms. Zellers, second by Mr. Morris. Motion passed unanimously.

6. **Approval of the Next Chapter Naming Rights, Study Room** (action item)

The Board thanked Board Member Ms. Paulisse for her family's generous gift for the naming rights to the Study Room.

Remaining Naming Rights include:

Archer Room Honorarium, \$30,000

Family Tech Space, \$20,000

Youth Services, \$50,000

Motion to approve by Mr. Seltzer, second by Ms. Ward-Reichard. Ms. Paulisse abstained. Motion passed unanimously.

7. **Next Meeting: February 11th 2020**

8. **Adjourn (action item)**

Motion by Ms. Ward-Reichard, second by Ms. Ritzenthaler. Motion passed unanimously.

Meeting adjourned at 6:58 p.m.