



**Library Board Development Committee Meeting Agenda
September 25, 2020 1pm**

ELECTRONIC MEETING

Call to Order: Gillman, Light, Morris, Natoli, Paulisse, Sansing

Minutes by R. Light

1. **Public Comments:** none

2. **Update from Friends of the Middleton Public Library**
 - a. **Follow-up action: consistent announcement of Friends in program intro, send photos and updates with info:** Sansing reported that the library isn't accepting donations yet due to space limitations, but is eagerly looking forward to the day we can do this again. Natoli said Friends have been meeting and trying to prepare for when the library re-opens. Friends sales were closed for several months in 2019 due to moving and now closed due to COVID, which amounts to a loss of about \$3k / month. Friends will be sending a corporate letter in October as usual and launching a new membership campaign on social media. Gillman suggested doing a Friends curbside sale one day per week in lieu of the Pop-Up Library; Natoli said the Friends are exploring this possibility.
 - b. **2020 program budget update:** Some registers will have a balance; 2021 requests are mostly equal or less than the 2020 request.
 - c. **Misc. staff suggestions:** Staff suggested that the Friends explore online book sales, such as through eBay or AbeBooks. Natoli said that the Friends will focus on emptying the current inventory in the sort room before the influx of new donations. Staff also suggested exploring the possibility of a temporary store at another location, such as a vacant storefront. Many people have reached out to the library during this time to offer their volunteer assistance when the library is ready for it.

3. **Next Chapter Campaign status check-in**
 - a. **Review of goals, timeline, balance/budget, MCF matching grant, other grants:** Sansing will be applying for the CUNA Mutual grant; her goal is to obtain \$5-8k in funding via grants. Current balance left in campaign is about \$18k. Sansing has not heard back from MCF regarding the matching grant opportunity. Gillman suggested getting in touch with local media regarding the end of the campaign push.
 - b. **Giving Tuesday December 1st**
 - c. **Wish List**
 - d. **Additional Naming Rights:** A donor has reached out who is interested in sponsorship around \$5k. Staff have identified a few new potential sponsorship spaces to consider:

- i. Children's Area: breaking up \$50k sponsorships into multiple smaller donors – After revisiting, staff decided to offer up to 3 sponsorships of "Youth Services" space at \$5,000 each. Sansing and Light will work on an updated draft of the lookbook.
- ii. Multilingual Welcome Mural in Entryway and 'Gather" Mural in Lower Level: After revisiting, staff decided to offer each of these spaces for sponsorship at \$2,500. for updated lookbook
- iii. Outdoor Garden Spaces: for updated lookbook: After revisiting, staff decided to offer each of these spaces for sponsorship at \$2,500.
- e. **Strategies for sharing/communicating impact and progress:** social media highlights and update to midlibrary.org/NextChapter and possible "zoom" tour of spaces in progress. Staff will discuss ideas with Core Communications Team this week.

4. **Adjourn:** 3:00 pm