



**UNAPPROVED**

**Library Board Development Committee Meeting Minutes  
January 9, 2025, 5:30 p.m. via Zoom**

**Minutes Prepared and Submitted by MaryBeth Paulisse**

**Committee Members Present:** Stefanie Morris, Dennis Dorn, MaryBeth Paulisse, Kristen Mildenhall, Marta Bechtol

**Library Staff:** Rebecca Light

**Not Present:** Joan Gillman and Jocelyne Sansing

**The meeting was called to order by Chair, Stefanie Morris, at 5:30 pm**

**1. Public comment**

a. There were no public comments.

**2. Approval of minutes from the September 5, 2024 meeting (action)**

a. Motion to approve the minutes by Kristen Mildenhall, seconded by Dennis Dorn.

b. Motion passed unanimously.

**3. Partnership agreement between the Development Committee and Friends of the Library**

a. The committee briefly reviewed the document.

b. The Friends will need to update minor changes to the audit language based on current advisement from auditing firms and cost considerations.

c. They would change the language to an “accounting review” and have it conducted once every three years.

d. Kristen will send the updated language.

e. Bring the document back to the March meeting for final review.

**4. Update from Library Director (Jocelyne)**

- a. Jocelyne was unable to attend the Development Committee Meeting and met with Stefanie Morris in advance of the meeting. Stefanie updated the committee on the status of the Bookmobile.
- b. The Bookmobile is being rewrapped next week.
- c. The week of February 10, the Bookmobile should be ready.

**5. Update from Friends of the Library (Kristen)**

- a. The Friends designed a new bag that will be sold at the library and gifted to each participant in the language classes that are held at the library.
- b. The bag will say “read” in multiple languages and have the Friends logo at the bottom.
- c. The Friends of the Library are also doing “friends” t-shirts that will be given to Friends board members and made available to trustees and staff at cost, and the remaining shirts will be sold or used at events.
- d. The friends are also working on updating the corporate giving information on the webpage.
- e. They are also developing ways to share examples of the impact of giving on the website.
- f. There were some suggestions about increasing some of the donation amount suggestions.
- g. Rebecca indicated that the Library website giving page has been updated to highlight the friends giving as the first option.
- h. Marta suggested that we might want to make some updates under the legacy giving area to make it more personal in lieu of just directing to the endowment and foundation – a reach out with a follow-up.
- i. Kristen discussed that the Friends can curate the list from Little Green Light of potential legacy donors that the development committee could perhaps reach out to.
- j. The committee discussed the idea of two separate brochures – one for Friends and one for endowment and foundation – to be discussed in the future.
- k. The committee reviewed the differences between the Endowment and the Foundation. Both are investment accounts.

- l. We don't always draw from the endowment each year, and money is given in disbursements.
- m. The foundation is more liquid and more available.
- n. Both accounts require approval of the Board.
- o. Marta shared the PBS Wisconsin giving website for example of how they give information about legacy giving for donors:  
<https://pbswisconsin.org/support/legacy-and-planned-giving/>
- p. Our goal is to make legacy giving donor-driven.
- q. We will continue this item on the March agenda for a more detailed discussion.

**6. Set fundraising calendar for 2025 (discussion/action)**

- a. The Friends will be doing Thank yous and acknowledgments in February.
- b. The Friends participate in the Good Neighbor Fest and National Night Out over the summer.
- c. October will be the annual renewal and asks from the Friends to members.
- d. The Friends are looking to be present at Bookmobile activities to gather more interest and support.
- e. The calendar list was a brainstorm of ideas from the retreat of things that can be tied into fundraising.
- f. These are ideas for the future until we are more established as a committee.
- g. Dennis suggested explaining the color coding.
- h. Kristen discussed color-coding by responsibility (Friends are one color and the development committee is another, with special events or observances in another color).
- i. Dennis volunteered to update the list with the color-coding.

**7. Review fund-raising brochure draft (discussion)**

- a. The committee reviewed the brochure example.
- b. The committee discussed the photographs and ensured we had permission to use the photos in the brochure. Rebecca explained the process of how permission is given. Rebecca will follow up to confirm permission to use the photo.

- c. The development committee can determine the verbiage for the brochure.
- d. Marta brought up the idea of ensuring we have compelling reasons for giving. She suggested data and examples or stories like the Wayforward example.
- e. This version of our brochure will be used until we can develop a more refined version.
- f. The committee discussed the wording: *Share the Love by Supporting the Library* and the other wording that Stef shared via email for the front of the brochure.
- g. Kristen suggested a minor update to the Friends language (cue to donate).
- h. The committee suggested putting the address on the front of the brochure to make the back more simplified.
- i. Any suggestions should be emailed to Jocelyne and Rebecca by the end of January so edits can be made.
- j. The updated document will be shared, and we can finalize approval by email and have the document ready for February.

#### **8. Bookmobile kickoff details (discussion)**

- a. The week of April 6-12 is National Library Week.
- b. National Bookmobile Day is ~~Thursday, April 10~~ **Wednesday April 16<sup>th</sup>, 2025**
- c. A Saturday would be a good day to have the kickoff. The committee suggested April 12.
- d. The committee suggested Lakeview Park as a venue or the Library parking lot.
- e. Rebecca will talk with Jocelyne about the options.
- f. Kristen wondered if it would be a good idea to hold “popups” at other locations throughout the week, such as the Senior Center or a school, where the Bookmobile will be attending.
- g. Rebecca will bring Kristen’s idea back to Jocelyne and Amy.

#### **9. New business**

- a. No new business

**10. Next meeting: March 6, 2025, 5:30 p.m. (virtual)**

**11.Adjourn**

Meeting adjourned at 6:52 pm