



BOARD OF DIRECTORS MEETING
8:00am, Thursday, May 28, 2020
Virtual Meeting via Zoom

Minutes:

1. **Call to order (Schroeder):** Kassi called the meeting to order at 8:07am and thanked staff of the Sun Prairie Public library (SPPL) for their diligence in working to serve our community through the Covid-19 pandemic. Kassi urged staff to let the Foundation know how we can provide support.
2. **Introductions (Schroeder):** Kassi introduced Alison Long to the board. Alison was hired as the Foundation's Executive Director (ED) earlier in the year; her start date was March 1st. Alison has held one-on-one virtual meetings with all board members and is now moving into a more action oriented space. Alison stressed that her virtual door is always open and that board members should always feel comfortable reaching out to her.
3. **Approval of minutes (Schroeder):** Aaron Oppenheimer motioned to approve the minutes from the September and December meetings; Tracy Herold seconded. Motion passed.
4. **Committee Reports:**
 - A. **Recruitment Committee (Schroeder):**
 - We have two individuals (Amy Bailey and John Holevoet) who are interested in joining the Foundation Board. They will be invited to a future meeting.
 - The current on-boarding process was discussed. The Recruitment Committee will update our current PowerPoint presentation to clearly explain what is expected of board members.
 - Please refer any potential board members to Kassi for future follow up.
 - B. **Special Events Committee Reports:**
 - **Gala Report (Schroeder)**
 - The March 14th Gala was postponed, not cancelled, with the intent to reschedule in the Fall. The decision was influenced by the fact that we have deposits on account with vendors (food, venue, photo booth). We also had a deposit with the entertainment, The Gatsby Gang; unfortunately, they have filed for bankruptcy and will no longer be available to perform at our event.
 - How to proceed? Possibilities include:
 - Set a cancel-by date

- Hold a no-show Gala
 - Reach out to ticket holders and sponsors to offer refunds
 - Comments included:
 - Nothing has been done with the proceeds we received from selling tickets; some ticket holders have requested we cash the checks.
 - The ability to socially distance attendees at the venue was discussed. The ability to successfully do so with 200 attendees was doubted. The number of attendees allowed during Phase 2 and Phase 3 of reopening of Wisconsin was also discussed.
 - Auction items are still available
 - The Gala Committee will reconvene to decide how to proceed.
- **Book'n It (Herold)**
 - The 2020 Book'n It Run has been cancelled; our ability to successfully host a 200-400 person run this August was too uncertain to continue to move forward with the traditional event. Economic uncertainty of sponsors was considered in making this decision.
 - Refunds have been offered to the sponsors (4) who have already sent in their checks; participants (10) will also be offered refunds.
 - Alternates to the traditional run are being considered by the Committee and include a virtual run or some other way to keep long-term sponsors engaged.
 - Alison noted that we have been more or less forced into the mode of operation that Library Strategies recommended our board adopt (moving away from labor-intensive events toward fostering individual giving). This also provides us an opportunity to seek out other avenues for fund raising.

C. Finance Committee (Barnes) Sarah was unable to attend the meeting but will be sending out a brief report with an overview of the budget, the fund balances, and a preliminary look at the financial impact of not holding our events. Comments included wondering if the library will be able to expect any funding from the Foundation based on 2020 earnings.

D. Executive Committee (Schroeder) Library Giving Day proved to be a good stress test for our new ED and new board members with regards to decision making. Those who initially resisted the campaign agreed that the end result was extremely tasteful and well done (sounds like my idea of the ideal steak dinner). The social media campaign resulted in one donation of \$25; it also gave us important information for moving forward on how to best utilize social media as an avenue to communicate the scope and purpose of the Foundation's work.

The exercise also made clear the need to define the scope of the Executive Committee. Section 5.1 of our Bylaws states:

Executive Committee. The Executive Committee shall have all the powers and authority of the board of directors including the authority to approve appropriations within budget guidelines in the intervals between meetings of the board of directors, and is subject to the oversight, review and reversal of the full board.

Discussion ensued over what that meant. Aaron gave the history as to why that clause was added to the bylaws, summarized below:

Clause 5.1 was added so that the full board would not need to be involved in small expenditures such as software or the details of which vendor to use. These items were soaking up time at board meetings and therefore was not a good use of our resources. Therefore, it was agreed that the Executive Committee would deal with the daily operational end of running the board and the full board would be involved in broader details such as budget approval as well as overall approval on Foundation Board activities, but the details of the activities would be dealt with on a committee level. For example, the entire board voted on hosting the 2020 Gala and Book'n It and approved a budget which included those events. The details of the events however, were determined at the committee level.

Library Giving Day was handled at the Executive Committee level due to the onset of the pandemic and the timeliness with which a response was needed. Normally the entire campaign would have been designed and implemented at the committee level. With that background in mind, board members were asked to indicate if they wanted to be added to an existing committee or if any new committees needed to be formed. Alison suggested a Community Advisory Committee and perhaps an Executive Director Advisor Committee. (*Cricket song ensued.*)

Alison pointed out that during both her interview and her one-on-one meetings, board member burn-out was a consistent theme. Her hope is that board members can target what their passion is (which includes what areas they have concerns over) and expend their energy on that particular committee. Alison also noted that the bylaws as well as the organizational chart needs to be updated to include the position of Executive Director. The EC will be taking a look at that before our next board meeting. The overall goal is clarity of roles and the decision making process.

E. Marketing Committee (Beattie) Nicole was unable to attend the meeting but it was noted that there are still some stock photos being used on the website. If you have not submitted your photo and bio to Nicole, please do. The comment was made that the website looks really

good and has some great pictures; however, it was suggested that photos be updated to remove photos with past board members. Although Nicole was not there to chime in, I know she would welcome the opportunity to do so if she had such photos to work with. Therefore, if anyone has good-looking photos with current board members, please forward them to Nicole; she would most greatly appreciate receiving a copy of them.

F. Individual Giving Committee (Long) As pointed out by Library Strategies, clarity of terms used to define our projects is needed. Committee needs to define the terms we are going to use and assign roles. Distinction between annual gifts, legacy gifts, and capital gifts is needed. For example, we currently have a Legacy Book which was originally intended to showcase Planned Giving. However, our current mode of operation is to include donors whenever their total giving exceeds certain levels.

Rex recommended that capital gifts not be included in the Individual Giving Committee as that will be headed by a completely different group of individuals (comprised of Foundation Board members and non-Foundation Board members) and all funds will be sequestered for the building fund.

G. Boards/Staff:

- **Friends Board (Campbell)** The Friends Board most recently met on May 18th via Zoom. They voted in March to recognize staff with gift cards from Beans & Cream. Impact from the pandemic has resulted in the suspension of the 2nd Annual Writing Contest and the cancellation of the Friend's Social. The Summer Reading Program will continue but with changes and the Friends will continue to fund the program. The August Social has been cancelled and the bookstore space will be used to stage the express curbside pickup of library materials. The good news is that the Friends are well-funded at this point.
- **Library Board (Owens)** Capital Improvement Program (CIP) passed for schematic diagrams of a 55,000 sq. ft. library expansion in 2021. This was the third revision with the initial request being a 78,000 sq. ft building. Schematic diagrams are vital for the capital campaign. Engineering drawings are slated for 2023 and 18 month construction to begin in 2024. The Library Board met in mid-March and passed a request to distribute Foundation funds earned in 2019 to fund a capital campaign feasibility study. Plan is to meet in June to work on the Pandemic Response Policy.
- **Library Staff (Hetzler)** Hoopla usage has tripled. We pay \$1.50 per circulation therefore our costs have tripled too. Book clubs have moved to the Zoom platform and are quite well received. Teen participation has increased presumably due to the increased flexibility of being able to attend via Zoom. Demand for physical collection

also made quite apparent as we are currently provide our patrons with materials from our collection via curbside service. Express Service will begin June 15th. Foundation funding has been used for updating the teen space. Delivery of furnishings scheduled for next week. Pieces will not be placed in the original groupings that were designed to encourage socializing. Initially items will be placed in a manner consistent with social distancing. An official ribbon cutting ceremony with Foundation participation planned for the future.

- **Dream Bus (Michaelis)** Dream Bus has been off road since March but will be returning to the Farmers Market June 13th, July 11th, and August 8th. Patrons can not go on the bus but can collect a grab & go craft as well as mystery book bags for all ages. Goal is to have the bus at a food service site over the summer but if that doesn't work our it will return to CH Bird two times per month.

5. Executive Director's Report (Long): Allison's top four priorities are:

1. Work on clarity of roles, policies, and procedures
2. Building connections within our community
3. Fund raising
4. Strengthen connections with Library and Friends

6. Information Sharing:

It was suggested that on-line sales of used books be utilized to supplement loss of book sales. Cindy will forward Sally a report she put together on a library she visited in Tennessee that generates over \$5,000 per month from on-line sales of used books.

Upcoming meetings: June 25th, August 27th, October 22nd, and December 10th. We can expect that the June 25th meeting will be via Zoom.

7. Adjournment: The meeting adjourned at 9:32.

Present at Meeting: Kassi Schroeder, Tracy Herold, Aaron Oppenheimer, Carol Esser, George Frank, Pat Harrington, Terry McIlroy, Chris Smith, Pat Wende, Rex Owens, Sally Campbell, Svetha Hetzler, Sarah Michaelis, Alison Long, and Cindy Stankey

Absent from Meeting: Sarah Barnes, Nicole Beattie, Jon Emerick, Josh Erickson, Sue Ann Klein, Dan O'Brien, Mark Schellpfeffer, and Staci Willems

Minutes submitted for review on May 28, 2020 by Cindy Stankey