

**SUN PRAIRIE PUBLIC LIBRARY FOUNDATION
BOARD OF DIRECTORS MEETING**

Meeting Minutes: May 25, 2017 Sun Prairie Public Library Conference Room

1. **Call to order:** Heather Jones called the meeting to order at 8:02 a.m.
Present: Matt Clumpner, Kathleen Curran, Ti Gauger, Heather Jones, Jason Kobs, Barb Loftus, Dan O'Brien, Aaron Oppenheimer, John Richards, Harry Ripp, and Nicole Waerzeggers
Absent: Joel Adcock, Nicole Beattie, Adam Bock, and Mark Schellpfeffer
Also present: Sally Campbell, Svetha Hetzler, Rex Owens, and Cindy Stankey.
2. **Approval of minutes** from March 23, 2017:
→Motion to approve minutes for March 23, 2017 Board Meeting:
(1) Aaron Oppenheimer (2) Harry Ripp Motion passed unanimously.
3. **Financials** - Barb Loftus distributed the Treasurer's report (January - April 2017).
 - a. A brief but hearty celebration ensued as **the \$500K milestone has been achieved!** Aaron Oppenheimer will draft a press release. Next goals were briefly discussed; topic will be addressed by the Finance Committee.
 - b. \$10K was transferred to GBU; current rate 3.25%; comes due in September; next rate likely to be 3%.
 - c. Investments held at Edward Jones are up 7% in 2017. Per our Investment Policy, funds are conservatively invested in a 65% equity/35% fixed ratio which puts us at 50/50 ratio when combined with other assets.
 - d. Two corrections to Summary Page of report:
 - i. Last column of Profit and Loss Summary table should read 2016 Total, not YTD.
 - ii. Last line of Summary page should indicate Black Friday/Cyber Monday Book'n It entry fees (\$641) were received in 2016, not 2015.
 - iii. Barb will email corrected copies to Svetha Hetzler and to Admin for posting on Dropbox.
→Motion to accept Treasurer's report with corrections:
(1) Aaron Oppenheimer (2) Harry Ripp Motion passed unanimously.
4. **Board Positions** –
 - a. Heather Jones met with potential board member, Joanne Cervantes, Executive Director of the Sunshine Place. She will attend the July board meeting.
 - b. All members whose term is up in 2017 (Nicole Beattie, Heather Jones, John Richards, and Mark Schellpfeffer) are on the recruitment committee. Nicole will not be renewing her term; Heather will; waiting to hear from John and Mark.
 - c. Aaron Oppenheimer will be filling the chair of President for 2018 and 2019. All board members are asked to consider slipping into the cushy Vice President chair. The prestigious role of Secretary will also be available for the 2018/2019 term.
5. **Committee Reports:**
 - a. **Planned Giving:** Kathy Curran indicated the Planned Giving book will be out soon. Goal was to have both book and brochures available at the same time, but the brochures may not be ready in time. Text has been drafted but no other activity to report on the brochure. Ideas have been developed for donors who do not want to create a page; these include taking a photo of the donor in their favorite spot in the library or creating a page that details how the donated funds were used to support the library. Kathy also indicated the Foundation has been named as a 20% beneficiary in another estate; estimates of the value of the estate are not available at this time.
 - b. **Gala:** The 2017 Gala was a rousing success; Heather Jones described it as a '*Freakin' awesome night!*' Total income was approximately \$22K with a net of approximately \$18K. Feedback has been received, and is still welcomed, as we continue to tweak the event. Heather Jones will not be chairing the 2018 Gala and is seeking potential chairs or co-chairs. Ti Gauger and Barb Loftus expressed interest in taking this on.
 - c. **Book'n It:** Nicole Waerzeggers and Harry Ripp –
 - i. Sponsorship levels are down compared to 2016. We have received \$9.5K to date compared with \$11.3K at this time last year. **Please call your sponsors and encourage them to send in their sponsorship!**
 - ii. With much angst and turmoil, Nicole Beattie has relinquished her Book'n It duties ('dam kids') but Heather Jones will take on Nicole's on-line application sponsors and Matt Clumpner will chair the Dash (after being reassured all he has to do is

show up and be able to talk really loud). Mark Schellpfeffer is taking over website administration. (Breathe easier Nicole, we all still love you!)

iii. Marketing:

1. The Star will feature an article about Book'n It teams in the June issue that is sent to every home in Sun Prairie. In July, they will have an article interviewing long-time participants of the race. Interviewees to include long-time participants Del Menard and Rita Knauss & family. Other possible interviewees include the Herold's, Jean Anderson, and JaJay Swartz.
2. Fleet Feet hosts Fun Runs every Wednesday at 5:30 pm and will promote Book'n It at these runs. On May 31st they are going to have a drawing for a free race entry from participants who bring a children's book for library use (collection development, prize, or Book Store). Barb Loftus will be available to take credit card payments for registrations; Booker will be present (weather permitting).
3. Farmers Markets: Library and Friends attending the first Saturday of every month and will distribute Book'n It materials. Barb Loftus volunteered to distribute materials at the Prairie Lakes Farmers Market (Thursday's).

iv. Logistics: Everything coming together nicely. Met with police yesterday and they recommended closing off the parking lot once it is full to minimize last minute traffic in the congested area. Last year's turn-about challenges have been addressed; chalking, cones, and signage planned.

v. Volunteers: Co-chaired by Joel Adcock and Nicole Waerzeggers. Website is ready; working on a handout to direct potential volunteers to website. Volunteer organizations include the Fire Department (Aaron Oppenheimer), Boy Scouts (Matt Clumpner), Girl Scouts (Ti Gauger), and National Honor Society (coordinator?). It was suggested we have a Fire Truck on hand; placement at pesky turn-about could be handy.

6. **Library Board Update:** Rex Owens indicated the Kind Trust research continues under the guidance of Gary Hebl. Goal is to change the nature of the trust so that Board can have total control over usage and distribution rather than being limited to 4% per year with 50/50 designation for books and building & equipment expenses. Library Board will draft a plan, seek court approval, and present approved plan to City Council. Other projects include policy updates (Circulation, Meeting Rooms, and Conduct) and research into website platforms. Svetha Hetzler indicated applications are being accepted to fill the vacant Head of Adult Services position (deadline 6/1/17). Hoopla authentication testing is underway; early summer roll out with a full, fall announcement planned. Summer reading program presentations taking place in both middle and elementary schools this year. Tiles have been replaced in the lobby and bookstore. Adult Services programming scales back for the summer as Youth Services Summer Reading program ramps up. Library Outreach continues: Family Fun Night (Community Schools), Farmers Market, Sunshine Supper, Hamilton Place. Two new kiosk self-check machines have been installed in Youth Services and Circulation Services. This has really opened up the Circulation Services area; painting will take place after the dust from the tile work settles. New furniture now graces Youth Services.

7. **Friends Update:** Sally Campbell shared good news: Aaron Oppenheimer is now a member of the Friends Board! Guidelines have been established for using memorial gifts. Membership has grown slightly to 143. Membership drives planned for summer: Taste of the Arts (6/10/17), Ice Cream Social (6/12/17), and the Farmers Market (once per month). The Friends donate shirts and signs for the Summer Reading program as well as fund the pool party at the end of the season.

8. **Information Sharing** – none.

9. **Adjournment**

→Motion to adjourn the meeting at 9:25:

(1) Aaron Oppenheimer (2) Harry Ripp Motion passed unanimously.

UPCOMING MEETINGS:

Foundation Board Meeting: Thursday, July 27, 2017, 8:00 a.m. in the SPPL Conference Room

2017 Events: Book'n It, Saturday August 5th

Submitted by Cindy Stankey on May 26, 2017