

**Sun Prairie Public Library Foundation
Board of Directors Strategic Planning Meeting
8:00 am, Thursday, December 8th, 2016
Library Conference Room**

1. Call to order: 9:07 am

2. Welcoming of new board prospects – Matt Clumpner, Joel Adcock, and Jason Kobs. They are bringing lots of marketing experience to the board and we are very, very happy to have them join us.

We also welcome Rex Owens, who will be serving as the Library Board representative at Foundation meetings.

3. Board Business – The Board’s 2017 meetings will be held on the fourth Thursday of every other month at 8:00 am. Meetings will be kept to 90 minutes.

- January 26
- March 23rd
- May 25th
- July 27th
- September 28th
- November 16th (a week earlier due to Thanksgiving)
- December 14th - strategic planning

4. Election of new members:

- Joel Adcock – motion by Aaron Oppenheimer, second by Harry Ripp
- Jason Kobs – motion by Harry, second by Aaron
- Matt Clumpner – motion by Aaron, second by Harry

5. Board Re-elections:

- Barb Loftus – motion by Nicole Beattie, second by Aaron
- Aaron Oppenheimer – motion by Harry, second by Nicole Waerzeggers (only because Aaron couldn’t move to elect himself)
- Adam Bock – motion by Aaron and second by Barb
- Nicole Waerzeggers – the Secretary didn’t catch the names because a number of members were trying to see if they could motion and/or second faster than Aaron. There’s probably a 90% chance that Aaron and Harry were involved. Elected unanimously.

6. Approval of updated by-laws: The executive committee finished the review, and Kathy Curran will send out the updated version for review before the January meeting. Changes consisted of minor changes to the language of the by-laws, changes to the timing of elections, and inclusion of the non-discrimination and conflict of interest policies.

7. Budgeting With Barb 2017:

- Harry would like some more money for Planned Giving. They’ll be returning to their \$1000 budget for this year, up from \$400 in 2016.
- Nicole W. thinks the Book’n It section looks good except for a missing liability expense line item.
- Dan O’Brien has a question about out-of-pocket investment expense and how it should be accounted for—he says he’d rather not see it in the budget. Barb, Adam, and Dan decide to discuss this later.
- Heather wants \$1500 more for Gala
- Cindy notes that the 2017 Fall Appeal budget is incorrect. Barb will correct it to read \$5000.
- Aaron motions to approve 2017 budget with aforementioned amendments, Adam seconds.

8. Library wish list:

- \$2500 renewal of the live music series, which saw great attendance in 2016 and contributed to a 300% growth in adult services

- \$500 for a Wi-Fi hot spot (about \$45/month)
- \$4000 for half of the cost of a Hoopla subscription, with the Friends contributing the other half. Hoopla will supplement Overdrive as a digital library resource, allowing patrons to check out graphic novels, music, movies, and TV series in addition to e-books and audio books. Hoopla offers a simultaneous use permit, and Sun Prairie would be the first library in the South Central system to offer it.
- Aaron motions to approve library wish list as presented, Adam seconds. Or does the Secretary have déjà vu?

9. Administrative Contract Renewal—Nicole W. motions, Barb seconds. Board celebrates keeping Cindy for another year, but also worries about Aaron’s absence in the voting process.

10. Committees – The Agenda states, “2017 goal for each committee to compose a committee description”. Goal not yet accomplished.

a. Book’n It (Nicole W.): Nicole needs more people to chair committees. Assignments resulting from this include:

- Mark Schellpfeffer – Marketing chair, awards, possible food connection, contacting supply donors. Marketing committee meets the 1st Friday of the month and includes Heather, Nicole B. and Nicole W., Joel, Jason, Barb, and Harry.
- Dan O’Brien – Logistics chair, day-of setup, management of toilet people, coordinating Dan McElroy, Errol Polenske, and Heather’s husband
- Joel Adcock – Volunteer coordinator and directional instructor
- Nicole Beattie – Children’s race chair, because kids are her favorite
- Matt Clumpner – Mascot race coordinator

b. Gala (Heather Jones) – changes to 2017 Gala include having it catered instead of wine tasting and appetizers; no mobile bidding; open bar; ticket prices increase to \$50; focus on experiences for auction with some baskets (no art); possible live auction. Everyone is still responsible for selling tickets, trying to find sponsors, and donations of experiences/baskets. Gala is April 22nd.

c. Planned Giving (Harry Reid) – Presented donor book cover and sample author pages. Donors to the library can submit words, pictures, etc. for their page in the book. The committee wants to make it as inclusive as possible, including being retroactive to past donors. Any interested tile donors can be included in book as well. Mark Loftus is building a stand for displaying the book. Harry also mentions that the committee could use more people involved with outreach, and that they are hoping to have the planned giving brochures updated in January.

d. Finance (Barb) – opted to just state who sits on the committee: John Richards, Adam Bock, Heather Jones, Kathy Curran, Barb, new recruit Jason Kobs, and sort-of-but-not-really Dan.

e. Recruitment (Adam) – Any leaving member must be on the committee, and it is an ongoing process.

11. Friends of the Library Update: Secretary has merely noted, “\$10 membership. Please join.”

12. Other Fundraising Ideas (not events) to promote: Bookplates, available for \$35.

13. Information Sharing: Mark casually mentions that the web hosting company has gone out of business. This is a potential budget item, as well as the kind of thing that may cause his co-webmaster to have a stroke.

14. Taking advantage of Aaron’s early departure, Nicole W. motions to dismiss and Kathy seconds at approximately 10:30am. Secretary missed the exact time due to a sudden pain behind one eye and concerns about the smell of burnt toast while considering the possibility of reconstructing the Foundation website. Board unanimously adjourns.