

SUN PRAIRIE PUBLIC LIBRARY FOUNDATION
BOARD OF DIRECTORS MEETING
Wednesday, April 27, 2005
Library Conference Room

Present: Alice Hensen, Pat Wende, Terry Weisensel, Jeanie Farmer, Michael Allen, Sharon Zindars,
Sharon Meier

Absent: Tom Diener

The meeting was called to order at 5:34 P.M. by board president Alice Hensen.

I. REVIEW OF MINUTES

The minutes from the March 31, 2005 meeting were reviewed. MOTION: Michael Allen made a motion to accept the minutes as presented. The motion was seconded and passed.

II. NATIONAL LIBRARY WEEK MAILING UPDATE

Sharon Zindars reported donations were coming in on a regular basis from the April mailing. The cost for this mailing was approximately \$600.00 for mailing. Donations received to date have already covered this cost.

III. BOOK'N'IT! PLANNING

Alice Hensen reported that some money from sponsors has already been received. She suggested starting mailing using the Chamber list. The board discussed whether identifying 14 major sponsors would be a goal to aim for and perhaps presenting these prospective donors with several levels from which to choose might be effective. The board also suggested acknowledging sponsors in an ad in The Star. **Alice Hensen, Sharon Zindars and Michael Allen were given permission from the board to work on formulating the letter for a sponsor mailing. Several other ideas for the event were suggested such as businesses forming teams of runners and perhaps challenging other business, and a separate children's run. Bob Kincaid will be asked for input on these ideas. At least forty volunteers will be needed for the day of the run. Pat Wende will work with Debra Bird, from the library to get volunteers. A meeting of volunteers will be held the evening before the run. **The board gave Sharon Zindars permission to work with Bob Kincaid on the entry form, which should be done in May.

The board suggested the run be called Book'N'It! II.

A run committee meeting will be scheduled for May 16 or 18, 2005, depending on the availability of Bob Kincaid. .

IV. MARKETING PLAN

Alice Hensen told the board that a marketing plan is evolving even though we have nothing in writing. Sharon Zindars mentioned that the Madison Community Foundation would like to make a presentation to the board.

The board agreed that a volunteer should be found to help develop a plan. Terry Weisensel indicated that he might know someone who might be willing to volunteer

A run committee meeting was planned for either May 16 or 18, 2005 at whatever time Bob Kincaid meet.

MOTION: Michael Allen made a motion to adjourn the meeting. The motion was seconded and passed. The meeting was adjourned at 6:35 P.M.

Respectfully submitted by Sharon Meier

