

**SUN PRAIRIE PUBLIC LIBRARY FOUNDATION**  
**BOARD OF DIRECTORS MEETING**  
12:00 P.M., Monday December 20, 2004  
Library Conference Room

Present: Alice Hensen, Michael Allen, Tom Diener, Pat Wende, Sharon Zindars, Terry Weisensel,  
Sharon Meier

Absent: Jeanie Farmer

The meeting was called to order at 12:15 P.M. by board president Alice Hensen.

I. CHANGES TO AGENDA

None

2. REVIEW OF MINUTES

The minutes from the September 14, 2004 meeting were reviewed. MOTION: Michael Allen made a motion to accept the minutes as presented. The motion was seconded and passed.

3. FINANCIAL REPORT

None

4. FALL MAILING

Sharon Zindars reported that there had been a good response from the fall mailing. As to date \$8,270 has been received. A discussion followed concerning the cost of mailings versus results. A suggestion was also made to add the three districts not included in the spring 2004 mailing.

Zindars also informed the board of a significant donation of \$5000.00 given to the foundation by the Friends of the Library. Alice will draft a special letter to the Friends in appreciation for their gift.

A discussion of ways to recognize gifts followed. Gift certificates and Christmas ornaments were two suggestions. Pat Wende will work on this and report back to the board.

The board will ask Jeanie Farmer to present a more detailed report on income and expenses as they relate to fundraising activities for the year.

VI. BOOK'N'IT! PLANNING

It was agreed that plans for the 2005 Book'n'It run should start. A timeline for the run is essential. Committees should be set up to make sure everything runs smoothly. Volunteers from the 2004 run will be contacted and asked if they will participate again on committees. The board will ask Bob Kincaid if he can draw up a timeline and present it at the January 25, 2005 meeting.

A letter to be drafted by Alice Hensen will be mailed before the first of the year to 2004 run sponsors.. Another letter might be sent to businesses not participating in the 2004 run some time later.

#### VI. MARKETING PLAN

Alice Hensen stated that although a formal marketing plan has not been developed an unwritten plan has been developing and is a work in progress. A final plan should be in place by the end of 2005.

The board agreed that donors should be recognized in a brochure containing their names in alphabetical Order. This should be planned as an insert in a library newsletter.

#### VII. JANUARY, 2005 ANNUAL MEETING

Alice Hensen and Tom Diener have agreed to remain on the board for another term. Alice Hensen was nominated for president and Jeanie Farmer will be asked to remain as Treasurer. The annual meeting will be held Tuesday, January twenty-fifth at 5:30 P.M.

Sharon Zindars reported to the board that Gloria Cavil had tendered her resignation, but that Pat Wende will remain as liaison for the Friends of the Library.

MOTION: Pat Wende made a motion to adjourn the meeting. The motion was seconded and passed

The meeting was adjourned at 1:15 P.M.

Respectfully submitted by Sharon Meier