

**Sun Prairie Public Library Foundation
Board of Directors Strategic Planning Meeting
December 14, 2017**

Attending: Rex Owens, Mark Schellpfeffer, Ti Gauger, Jason Kobs, Aaron Oppenheimer, Harry Ripp, Nicole Waerzeggers, Heather Jones, Matt Clumpner, Dan O'Brien, Svetha Hetzler, Cindy Stankey and Barbara Loftus

Absent: Kathy Curran and Joel Adcock

Incoming President Aaron Oppenheimer called the meeting to order at 8:01 am "Apple" time.

8b. Committees

Since Nicole Waerzeggers, Book'n It Chair, had to leave early her agenda item #8b was moved up. The major concern is Committee Chairs. The current Chairs agree to stay in their positions. Nicole does need someone to step up and coordinate door prizes as well as being a 'goody bag' coordinator.

Joel will be looking for another software to coordinate volunteers. Matt will assist Aaron with set-up and tear down and will maintain his spot with the kids. Dan O. will continue with logistics.

2. Foundation Support

Svetha is looking for initial support for Hoopla in the amount of \$4,000.00. The Foundation will provide that amount in January 2018. As of the end of November the full amount the Foundation can give is over \$13,000.00. December numbers are still needed.

Following was a discussion about how the Library and Foundation spend the funds. Aaron and Svetha have had previous discussions around impact/larger items versus smaller purchases. This could even include "big splash" items that might need to be paid for over multiple years. An example was to completely redecorate and/or redesign a room. The point would be to make a larger impact within the city so Library spend from the Foundation would be noticeable. The Board generally felt this was a good idea and more discussion and ideas on how to manage this needed to take place.

3. Library Week

Svetha noted it is the week of April 8-14, 2018 and this is just prior to the Gala. There was discussion on whether or not any fund raising during Library Week could be tied in with the Gala. One example Svetha gave was using a local business, such as Culver's, to have one night when a percent of proceeds would go to the Library. Ti felt that this might not be the best approach as those businesses that do the % of proceeds get lots of publicity in advance of the event. But the Gala sponsors do not get that type of publicity.

Heather asked about the status of a mobile library. Svetha referred to the current Honda van from Wilde but what is really needed is something larger and with shelves. Pricing on that type of vehicle ranges from \$150,000.00 to \$250,000.00. Rex noted that Dane County is trying to get a grant for a new ReadMobile. They would be willing to lend it to Sun Prairie on occasion.

Svetha added that several items from the Library Strategic Plan that was presented to the City have been approved. An RFP has already gone out for an Architectural Analysis, three staffing position requests were approved allowing the Library to be open until 6 pm Friday, they will be looking at web redesign and business partnerships have been improving: i.e. Media Center, pop-up visits, Farmers Markets and Sunshine Supper.

4. Board Business

Everyone agreed on the 2018 meeting dates: fourth Thursday every other month at 8:00 am beginning January 2018. The 2018 Strategic Planning Meeting will be December 13, 2018 at 8:00 am.

5. Conflict of Interest

Cindy provided all with the blank form and asked to complete before leaving this meeting. Cindy will get one to Kathy Curran and Barbara took one for Joel Adcock and will have him sign and return.

6. Vice President Position

The Foundation is still without a vice president. Aaron asked again if anyone was willing to step up and, failing to get a response, announced that the first person to leave this meeting would be the next vice president. With everyone failing to see the humor in that (especially Nicole, who needed to leave early for another meeting), Heather added that we can go this year without a VP but everyone needs to be on the lookout for someone to join the Board and fill that spot.

7. 2018 Budget

Jason Kobs is taking over as Treasurer and provided the Board with a copy of the 2017 (for comparison) and 2018 budgets. There were actuals for 2017 included but they are not up-to-date due to QuickBooks issues. The same QB issues are why the normal Treasurer's Summary Report is not provided. During the 2018 budget discussion Harry asked that the amount of expenses for Planned Giving be increased from \$500.00 to \$1,000.00. Jason also suggested that the figure for Wegner be increased by an additional \$1,000.00 as our 2017 taxes will be more complicated due to reaching \$500,000.00 in the endowments.

Heather made a motion to accept the budget with the above two amendments.

Harry seconded Heather's motion.

By Voice Vote all accepted the motion.

8. Committees

8a. Gala

The committee has already met and this year the Gala will have a 'theme'!! It will be based on the book Night Circus. It is set in the late Victorian era and is performed at night. We will be looking for circus themed entertainment and for decorating in colors from the book (black, white and red). It would be great if the Board members all dressed in black and white for the event.

There was some discussion about ticket costs but price will remain at \$50.00. However, we will raise the price to \$60.00 on April 1, 2018 and that will include purchases at the door the day of. We need to be able to get a better count on attendees in order to make accurate food and drink estimates. We hope the increase on the 1st will encourage early purchases! Again each Board member is expected to purchase six tickets or two tickets and donate a basket with an approximate value of at least \$150.00

The event will continue from 5:30-8:30 pm along with child care (coordinated by Aaron!??). There will be wine and beer and the food will be small plates. We will have auction items again. In addition in order to try and have a better attendee count we will print numbers on the tickets!

8c. Fall Appeal

The letters went out in the beginning of November. But response has been way below last year. Cindy added that last year when we had about \$9,000 it may have been an increase due to the fact that this Library has the lowest per Capita funding in Dane County had recently been made public. Currently we have about \$2,500 that has come in. Aaron and Cindy will work on a letter with a more targeted message for 2018.

8d. Planned Giving

Harry reported that we will have more funds coming from the Buske Estate. He met with Terry McIlroy and things are moving, but slowly. Terry has been contacting people but folks don't really seem to be "jumping" on board with picking out design pages for the book. It may be that a graphics person may be needed to help with page design. They will be checking in with the high school or Madison College.

8e. Finance

Jason clarified the question around Wisconsin Wealth Advisors funding percentage. It is 3% and the funds are now liquid. We can also add money. Dan added that the Edward Jones fund is currently earning about 13% and remains within the guidelines of the By-laws. Due to the QB issues there is nothing else that can be reported. Barb agreed to send out a summary report once the issues have been fixed. There was some discussion around QuickBooks on-line which the Board approved a year ago. Some were concerned about making a switch and asked Barb to speak with Christy from Wegner. Christy will be coming in this afternoon to try and fix QuickBooks.

8f. Marketing

Mark noted that some materials have been revamped. He added that if there is anything he can do to help with Gala marketing he just needs someone to let him know. There was discussion around who, if anyone, is hosting the Foundations web site. Mark was unclear as he has had a lack of response from Ken Orfan. Book'n It has its own site. The Foundation site has outdated information. Heather added that the Foundation site doesn't need a lot of information but it does need to be current. Cindy has played around and updated a few things that she is aware of. Mark and Cindy can update web site but the Committee Chairs or members need to provide the information to them.

8g. Recruitment

In addition to not having a VP, we are short a couple Board members. There were members that dropped out early this year and one who did not rejoin for another term. We currently have 12 and 15 would be the best number. All members need to look for new Board members, especially those with skills we can truly use.

9. Moving Beyond \$500,000 Goal

We have gone over our \$500,000 original goal for the endowment. In a previous meeting a new goal of \$750,000 was discussed and that number was referred to in a letter. But we do not need to focus on that number. We can focus on a larger, higher impact gift to the Library as was discussed earlier in this meeting.

10. Information Sharing

Rex shared the new Board members for the Library Board: Deb Bissonnette (Pres), Cliff Haas (VP), Cindy Mestelle (Treasurer), and Starr Seefeld (Secretary). Aaron will serve as the Liaison to both Boards as he is a member of both.

Aaron wanted to remind the Board that, as much as possible, discussions/decisions will be handled by the Executive Committee and reported at the Board meetings. Many items, such as the QuickBooks issues, do not need to be handled by the full Board. If anyone feels the Executive Committee acted outside of their scope, they can speak up.

There being no further discussion Harry made a motion to adjourn and Matt seconded the motion. Motion approved by all based on voice vote!

Meeting Minutes prepared by Barb Loftus