



SUN PRAIRIE PUBLIC LIBRARY FOUNDATION
BOARD OF DIRECTORS MEETING
8:00 a.m., Thursday, August 27 via Zoom

Minutes

- 1) **Call to order:** Cassandra Schroeder called the meeting to order at 8:04 a.m.
- 2) **Approval of minutes:** Motion to approve the minutes from the May board meeting made by Aaron Oppenheimer and seconded by Terry McIlroy. Motion approved unanimously.
- 3) **Committee Reports:**
 - a) **Executive Committee** (Schroeder) – Executive Director's report to address this.
 - b) **Special Events Committee Reports:**
 1. **Fall Appeal** (Long) - Executive Director's report to address this.
 2. **Gala** (Schroeder): Only two individuals requested ticket refunds; the rest of the sponsors, including in-kinds, indicated we could keep their sponsorship. The Gatsby Gang filed bankruptcy; a claim will be filed to attempt to recoup at least a portion of the \$1,000 we paid for them to perform at our event.
 3. **Book'n It** (Willems): One family wanted refund (~\$60); thank you emails went out to those who donated fees.
 - c) **Finance Committee** (Barnes): Treasurer's report was sent out prior to the meeting. No questions on the report. The Treasurer's Report was received and placed on file. At the June meeting the question was raised: How the lack of income from Book'n It will impact the Foundation's year end numbers? Treasurer reported that Book'n It raised about \$38K in 2019 and \$30K in 2018. However, many of the 2019 Fall Appeal funds were deposited in 2020 and that Fall Appeal (FA) did better than previous appeals. By the October meeting we will have a better idea of what the yearend numbers will be.
 - d) **Recruitment Committee** (Schroeder) - Everyone agrees this is not the ideal time to bring on new members, but some coming off at the end of the year. Executive Director's report will address job descriptions which will help when vetting new recruits. Any input from members? Feel free to reach out to Kassi.
 - e) **Marketing Committee** (Long): Met with Nicole last week. The need to shift from a focus on marketing to a focus on strategic communication was identified. In other words, the board needs to connect on messaging before moving to marketing. Marketing Committee will get together for first official meeting early next week to determine how to frame the FA. We want to be optimistic, but realistic. Goal is to have a full proposal for the FA at next meeting. Note: updated photos still needed for the website.
- 4) **Boards/Director:**
 - a) **Friend's Board** (Campbell): The Friends are pursuing selling books online via eBay using PayPal to collect proceeds. A pilot program has begun with a few volunteer working after hours out of the Renk Room. *(Note from Cindy: A sale was made the first week items were listed!)* Friends are deciding how to hold their annual membership drive (3rd week of Oct.) and their annual meeting (2nd Monday in Nov.); both events typically held in the library.
 - b) **Library Board** (Owens): Fundraising Feasibility Study & 2021 Budget Initiatives
 - (i) Fundraising Feasibility Study: City Council delayed on making decisions on capital improvement plan until March; due to this delay, the Library Board decided not to sign the existing contract on feasibility study.
 - (ii) 2021 Budget Initiatives: Four initiatives were approved: (1) New position for Outreach & Diversity Coordinator, (2) \$30K for digital materials (Hoopla), (3) Dream Bus funding, (4) \$10K for Marketing & Communication Consultant. Hoopla and the Dream Bus were supported by Foundation Funding for two years. After two years of such funding, the Board's policy is to incorporate that into the operating budget. Timeline for filling the positions is early 2021.

- c) **Library Director (Hetzler): Library's Racial Literacy Plan & Urban SUN Book Club**
 Library's reopening plan will look different after Labor Day. We currently have a lot of patrons in building picking up holds which has led to concerns of health and safety for staff and community. After Labor Day we will be offering curbside service for all holds. In library use will be focused on meeting technology needs such as copying, printing, faxing, and computer use.
 - (i) Racial Literacy Plan: 2020-2021 was presented. Goal to acquire a deep understanding of individual racism and bias as well as systemic racism and bias and includes (1) professional & staff development, (2) policies & procedures, (3) programming, (4) collection development, and (5) representation. NBC15 has scheduled an interview about our Racial Literacy Program.
 - (ii) Urban SUN: Black Voices Book Club is a new public engagement program, led by two local residents, funded through Beyond the Page; the Friends and Foundation also expressed interest in providing funds for this.
- 5) **Executive Director's Report (Long):**
 - a) Year-end appeal. Giving committee has discussed what a fall or year-end appeal looks like. Goal is to maintain connection with donors and community and draw attention to the work of the library. Plan to highlight how the library has filled needs within the community by sharing powerful stories. Past appeals have been direct mail. Need to grow a more robust email database. How to do it? How do we build our donor base and our community? How do we reach out? Dream is to send crafted messages to specific groups. Example: send one message to families with young children and another to donors who have given more than \$1K. This requires being able to not only develop email lists but also segment them.
 - b) On-boarding: A packet of proposed job descriptions and a sample on-boarding packet will be sent to board members to review in the next week or so. Please provide feedback; discussion is needed to create an engaging document to use when bringing new members on-board. Considering board engagement: what does this look like? Revisiting the practice of selecting committees and assigning members. Strategizing how to move forward with a culture of philanthropy.
 - c) Executive Committee: Voted to sponsor a Rotary membership for Alison Long; she was inducted into the club on Tuesday. Committee is considering deputizing Finance Committee members to make policy proposals regarding purchases. Example being moving our donor database to a cloud-based format either through upgrading our current database or by shifting to a new one.
- 6) **Information Sharing:** Any other business, open forum: None
- 7) **Adjournment:** Motion to adjourn the meeting at 8:55 made by Pat Wende, seconded by Rex Owens, and passed unanimously.

2020 FOUNDATION BOARD MEETINGS & EVENTS

2020 Meetings (8 a.m. in the SPPL Community Room or via Zoom):

March 26 (Rescheduled virtually to May 28), June 25, August 27, October 22, December 10

2020 Events Cancelled: Gatsby Gala, Saturday March 14, 2020 /Book'n It, Saturday August 1, 2020

Present at Meeting:

Board members: Sarah Barnes, Josh Erickson, George Frank, Tracy Herold, Terry McIlroy, Aaron Oppenheimer, Kassi Schroeder, Pat Wende, and Staci Willems

Liaisons: Sally Campbell, Rex Owens, and Svetha Hetzler

Staff: Alison Long and Cindy Stankey

Absent from Meeting: Nicole Beattie, Jon Emerick, Carol Esser, Pat Harrington, Dan O'Brien, Mark Schellpfeffer and Chris Smith

Minutes submitted for review by Cindy Stankey on 27 August 2020