

SUN PRAIRIE PUBLIC LIBRARY FOUNDATION
BOOK'N'IT! COMMITTEE MEETING
5:30 P.M., Wednesday, July 27, 2005

Present: Pat Wende, Sharon Zindars, Michael Allen, Tom Diener, Sharon Meier

Absent: Jeanie Farmer, Terry Weisensel, Alice Hensen

The meeting was called to order at 5:37 P.M.

1. SPONSORS

Sharon Zindars reported that we are at our goal for sponsor commitments. A t-shirt sponsor still has to be found. American Family Insurance Company will be approached for this donation. If no one sponsors the shirts, the Friends of the library will sponsor them.

Sponsor letters with acknowledgements have been sent as money comes in.

Bob Kincaid had suggested several items that could be placed in "goodie" bags such as fig newtons and Tylenol.

P R for sponsors will be given on bookmarks, which Sentry will put in grocery bags beginning the weekend of August 12, 2005. Sponsors will also be sent a thank you letter with posters, boomarks, entry forms and possibly an offer to put advertising items in a goodie bag.

Sharon Zindars read the updated list of sponsors to the committee.

2. PUBLICITY

**Tom Diener will speak to GovernorDoyle's wife Jessica about having her endorse the run in a press release or possibly on TV.

Mike Allen related that Chris Popp will again broadcast from the run.

A discussion followed concerning a banner to be placed on the Corn Fest grounds. It was also suggested an ad be taken out in the Corn Fest brochure. The Chamber of Commerce newsletter was also suggested. Mike Allen might be able to write an article for that.

Pat Wende reported that two people will carry a Book'n'It! banner in the Corn Fest parade.

The committee watched a one-minute PSA that Pat Wende and Susan Santner made with CATV.

3. VOLUNTEERS

Forty volunteers are needed for the run. Sharon Zindars had a list of 15. Bob Kincaid had explained to Sharon that volunteers were spread too thin last year. More people are needed at the finish line and to help start the run.

Naomi Smith has been asked to help with run. and has accepted. Naomi has experience in this area having organizing the Colonial Strawberry Fest run.

**Sharon will check with Bob Kincaid to see when the volunteer meeting will be held.

Another meeting will be held on either August eighth or ninth or tenth. Sharon will check with Bob Kincaid and Alice

Hensen to find which date is better for them.

Sharon Zindars showed the committee members several color options for the t-shirts. The committee agreed on a yellow shirt with purple lettering.

Bob has taken care of the equipment needed for the run and it has already been paid to the Madison Running Club.

The meeting was adjourned at 6:25 P.M.

Respectfully submitted by Sharon Meier