



Sun Prairie Public Library Foundation April Meeting Packet

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Sun Prairie Public Library Foundation
Board of Directors Meeting
 9:00 am, Thursday, April 22, 2021 via Zoom

Agenda

1. Call to order(Herold)
2. Approval of minutes: March Foundation Board Meeting (Willems)
3. Executive Director Report (Long)
4. Executive Committee Report (Herold)
5. Committee Reports:
 - a. Finance Committee/Treasurer's Report (Barnes)
 - b. Giving Committee (Long)
 - c. Marketing Committee
6. Board and Director reports:
 - a. Library Board (Owens)
 - b. Friends Board (Mestelle)
 - c. Director (Hetzler)
7. Timeline/Workplan (Herold)
8. Information sharing
9. Adjournment

Join Zoom Meeting

<https://us02web.zoom.us/j/81917366030?pwd=SlI6T2lEbUFsSTBxckdVTGhoRFdidz09>

Meeting ID: 819 1736 6030

Passcode: 244043



Sun Prairie Public Library Foundation
Board of Directors Meeting
 Thursday, March 25, at 9 a.m. via Zoom

Attendance

Present:

Board members: Sarah Barnes, Josh Erickson, Carol Esser, Tracy Herold, Terry McIlroy, Pat Zeitlow Miller, Aaron Oppenheimer, Pat Wende, Mindy Wara Maciolek, Tammy Ocampo, Pat Harrington, and Staci Willems

Liaisons (ex officio): Cindy Mestelle, Rex Owens, and Svetha Hetzler

Staff: Alison Long and Cindy Stankey

Absent: Terry McIlroy and Dan O'Brien

Minutes

- 1) **Call to Order (Herold)** – Meeting called to order at 8:02 am by Tracy Herold.
- 2) **Approval of Minutes (Willems):**
 - a) Motion to approve the February minutes by Aaron Oppenheimer, seconded by Mindy Wara Maciolek. Motion approved unanimously.
- 3) **Executive Director Report (Long):**
 - a) Executive Committee (EC) voted to move ahead with Boomerang, a donor management database. Cost for first year will be \$4986.20 with yearly cost of \$3586 for remainder of 2 year contract.
 - b) Tracy shared timeline for upcoming plans, including Capital Campaign and Alison's move to St. Louis. Committee discussed timeline and requested more in depth conversation at April meeting.
 - c) EC is also in the process of hiring an accountant, though tax season is making interviews difficult.
- 4) **Executive Committee Report (Herold):**
 - a) Tracy reported that Chris Smith and Jon Emerick have stepped away from the board due to time constraints. Reminder that call campaign is still active with an added request to complete names by end of April, ahead of conversion to Bloomerang.
- 5) **Brainstorming Session:**
 - a) Board Engagement
 - i) Why Am I on the Foundation Board?
 - (1) Tracy – felt like I might always circle back in this way after leaving the library as director. We had two great events that I felt invested in and felt there was something on the horizon with the building project, so this feels full circle to me and felt I had background to help. Helps make Sun Prairie the community it is. A solid community is one with good schools and a good library. Being on this board feels like home and the place I should be serving.
 - (2) Aaron – After hearing about the foundation and friends, I applied after seeing an ad in the paper for foundation board members. I enjoy the governance part of it and am proud of forming the executive committee and hiring the executive director.

- (3) Pat Wende – feel libraries pick up where schools leave off.
- (4) Marje – the soul of the community is why the library is important.
- (5) Sarah – Glad to give back to the library in some way
- (6) Rex – as library board president when I learned we needed a liaison to the foundation I felt it's good to be close to the people making the money.
- (7) Mindy – being new to Sun Prairie the library was one of the first connections we made here.
- (8) Pat M – good for everyone as one of the few remaining places where you don't have to pay admission at the door
- (9) Patricia – as a reader, educator, and a fundraiser, things with the library is what resonates with me. I like to encourage reading, learning, and joyful givers.
- (10) Staci – the pandemic has shown how crucial the library is to our community and feel a sense of pride as a life-long resident of Sun Prairie of our library and the future of it.
- (11) Tammy – libraries change lives inside and outside the library walls
- ii) What does engagement look/feel like for a board member?
 - (1) Tracy – exciting to watch these campaigns come together and have these discussions with the rest of the board.
 - (2) Aaron – You are able to do things in your skill set – can be engaged even if there are aspects of the role where you aren't strong.
 - (3) Mindy – knowing there is an opportunity to help through marketing and event planning where my skills are strong, that helps.
 - (4) Marje – just have to have a belief in the project – that makes you a good fundraiser.
 - (5) Josh – feeling like I am supporting and bettering my community
- iii) What do I hope to do for the foundation through my service?
 - (1) Tracy – I hope to get to our end goal with the expansion. Establishing this sustainable organization that will continue to grow and thrive and draw in other members of the community and allow it to grow and expand in ways it might not otherwise be able to.
 - (2) Pat Wende – really believe that a strong public library is a cornerstone to a good community and whatever I can do to promote that is important.
 - (3) Pat Miller – want to help more people realize all that the library can do for them.

6) Committee Reports:

- a) Finance Committee (Barnes): Sarah shared most recent financials with board. Rex expressed concern that Capital Campaign account had not yet been created and Sarah confirmed it was in the process of being set up. If we receive funds before it is set up, we will earmark those funds to go into this account.
- b) Giving Committee (Long): Committee has been active in getting Spring Appeal planned. Focus will be to provide funds for Library update two current meeting rooms into more multi-purpose rooms set up for job training, telehealth, and virtual work. Committee set internal goal at \$10,000.
- c) Marketing Committee (Long) Committee is working to promote spring appeal over social media and on the website.

7) Board and Director Reports:

- a) Library Board (Owens):
 - i) Rex reported on library financing, confirming the board has requested \$19,000 which represents usage the library has from surrounding counties. He also confirmed there is no additional cost for people outside our city using our library.

b) Friends Board (Mestelle):

- i) Cindy reported on addition of diversity/equity committee within the Friends board. one board opening and inclusivity committee is working to fill that spot.

c) Director (Hetzler):

- i) Svetha reported on meeting room project and updates to curbside services, including installing a walk to ensure pedestrian safety. Library has received a grant from Center of East Asian Studies to put together kits/resources on understanding different cultures.

8) Information Sharing:

- a) Tracy shared upcoming plans for orientation for new members and updated on call campaign, noting lots of disconnected numbers, out of date information, and deceased donors. Data hygiene will be important as we move into our new database. Board discussed call campaign.

9) Adjournment:

- a) Motion to adjourn by Carol seconded by Staci. Meeting adjourned at 10:03 am.

2021 FOUNDATION BOARD MEETINGS

Fourth Thursday monthly, January thru October at 9am via Zoom:

~~1/28, 2/25, 3/25~~, 4/22, 5/27, 6/24, 7/22, 8/26, 9/23, 10/28

Strategic Planning Meeting: Second Thursday in December at 9am via Zoom: 12/9

Minutes submitted for review by Staci Willems on 4/1/21



BLANK

April

I. April Campaign

A. Planning

1. Committees met to finalize details and plans ahead of launch

B. Launch

1. Launched on website, social media, mailed appeal, email, press release in the Star (in cooperation with Library article)

C. Ongoing

1. Social media
2. Email marketing
3. Stewardship

II. Internal Processes

A. Bookkeeper Update

1. Met with Nick Curran and Numbers 4 Nonprofits - waiting on official proposal. Estimated quote of \$110/hour for 4-5 hours per month expected. No tax prep or payroll.
2. Difficulty scheduling meetings with BCH Tax and Accounting and Steve Hingle - are there any board members who know or have contacts here that would be willing to reach out and see if they'd get better response scheduling a meeting?
3. Any other bookkeeper recommendations we could add if we're not able to get a response from either of the above?

B. Database

1. In implementation/training stage with Bloomerang

C. Process and Policy Work

1. Onboarding for new board members completed on 4/15
2. Planning onboarding for current members

III. Timeline

A. Navigating Timelines

1. Executive Director transition
2. Capital Campaign

B. Preparing for Transition

1. Compiling process/policy documentation
2. Recommended adjustments to employment policies, including transition from independent contractor status

Executive Committee's Report

Sun Prairie Public Library Foundation

Executive Committee Report

April 13, 2021

The EC meets on Friday to discuss a preliminary work plan that accounts for Capital Campaign planning and a transition to a new, full-time Executive Director position. With the City Council approval of including the Library expansion in the CIP to begin in 2024, our Capital Campaign timeframe becomes more immediate.

As you know, Alison is relocating with her family to St. Louis this spring/summer. There are several projects underway that need to be brought to fruition, including orientation of the Foundation Board, donor platform migration, financial services/bookkeeping contract and Executive Director position description and funding updates. The next few months will be focused on completing these initiatives.

I've updated our timeline to reflect moving forward with Campaign planning and changing leadership. The Executive Committee will discuss this timeline and bring comments and questions to the Board meeting on April 22.

Board engagement: BE Donor Mgt: DM Capital Campaign: CC Leadership Migration: LM

APRIL 2021

BE: Estab orientation protocols for all Board members

BE: Spring appeal

DM: Migrate to a new donor management platform with data cleanup

MAY 2021

DM: Migrate to a new donor management platform; build across a variety of giving levels

DM: Hire bookkeeper services

BE: Define Foundation story; how does it tie to expansion

LM: Redefine/update Executive Director PD with transition to FT with benefits

JUNE 2021

BE: Define Foundation story & share widely

LM: Update ED PD; post

CC: Schematic planning

JULY 2021

LM: ED position interviews

CC: Schematic planning

CC: RFP for fundraising consultant

BE/DM: Established methods of donor stewardship

AUGUST 2021

CC: Fundraising consultant proposal review and interviews

CC: Schematic planning

LM: Onboard new ED

LM/CC: Evaluate staffing needs for administration and CC

SEPTEMBER 2021

LM: Onboard new ED w/month overlap with Alison

CC: Select and contract with fundraising consultant; identify CCC members

CC: Schematic planning

LM/CC: Evaluate staffing needs for administration and CC

OCTOBER 2021

CC: Create fundraising plan

BE/DM: Plan for Year-end appeal

CC: Identify possible Capital Campaign Committee members

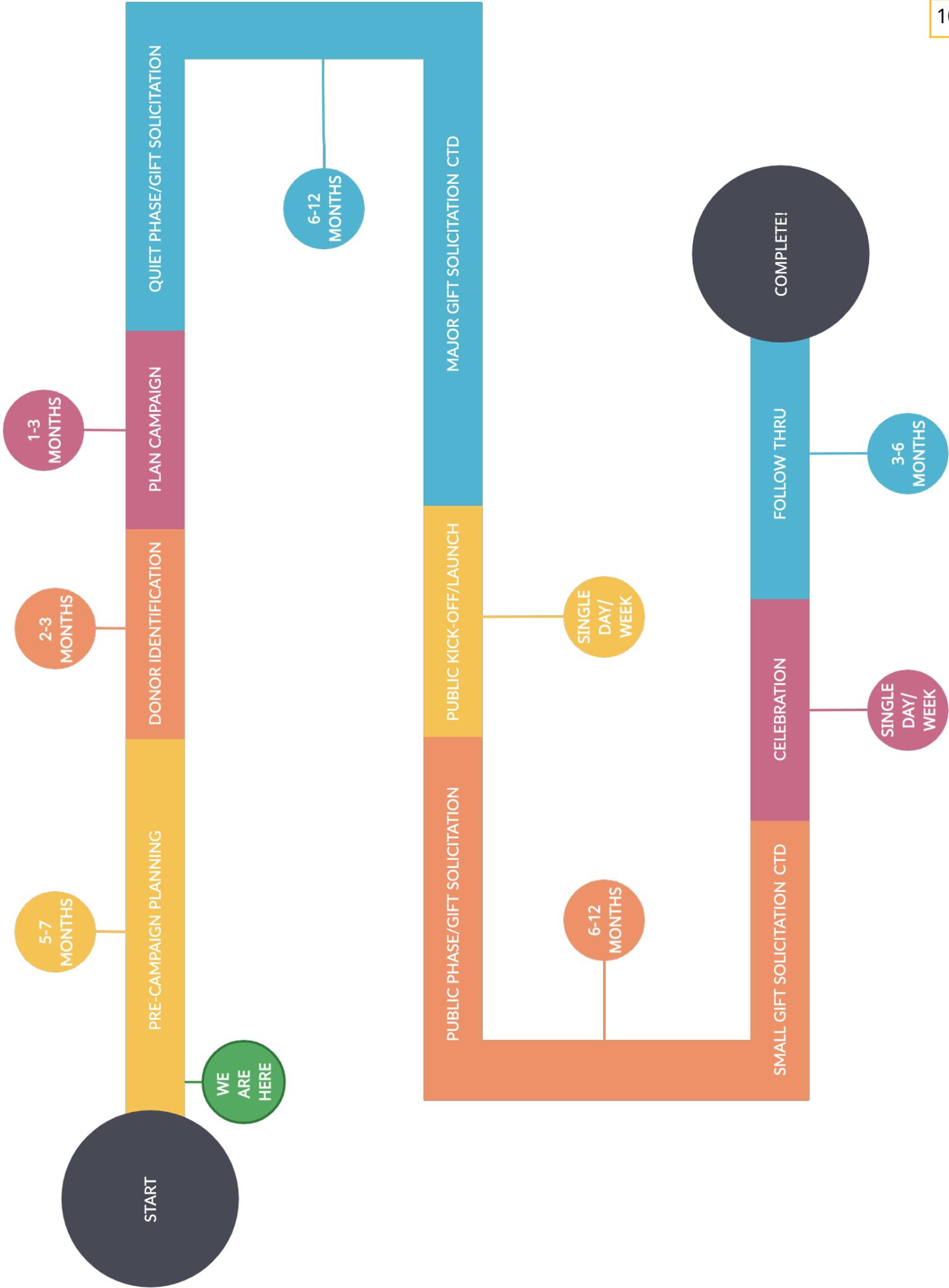
NOVEMBER 2021

DM: Prepare for YE appeal

CC: Incorporate schematic design into messaging

DECEMBER 2021

CC: Identify & secure CCC chairs; identify lead donors



Library Board Report

Library Board Report

April 2021

1. Agreed on process to evaluate diversity, equity and inclusiveness using DPI model and assistance from South Central Library Staff.
2. Agreed on reopening plan set date for May 10th.
3. Agreed to send letter to Foundation to not draw funds but direct them to the capital campaign fund. Will continue to draw Kind Fund resources.

Submitted by Rex Owens

President, Sun Prairie Public Library Board

Friends Board Report

The Friends board is working on diversity, equity and inclusivity. We have a Diversity, Equity and Inclusivity committee that is meeting every two weeks to begin the work.

The Friends board has a committee for reopening the bookstore. As we get closer to the date of reopening, we are working to restore the space and go through our collection in the bookstore to see if there are any books that may not sell. Our cash register needs to be replaced and we are currently reviewing our choices. Our current cash register is not functioning.

The Friends board provided the library staff with gift cards from Beans N Cream for National Library Week. During National Library Week, the Friends would be doing a membership drive but that was not possible this year.

We are all looking forward to taking the steps necessary to reopen the bookstore and be in the library.

Respectfully submitted,

Cynthia J Mestelle
President, Friends of the Sun Prairie Public Library Board

Library Director's Report

April 9, 2021

Submitted by Svetha Hetzler, Library Director

The Sun Prairie Public Library staff is looking forward to our Phase II Reopening on Monday, May 10. We are excited and honored to be part of the community's reentry, recovery, and rejuvenation.

We will continue to offer:

Contact-less holds pick up through our drive-up window. We also have a walk-up window for pedestrians
Virtual programs
Programs to Go, Creativity Bags, and Make & Take Kits
Librarian's Choice
Dreambus Bookmobile visits
Outdoor seating

Starting on May 10:

Expanded Hours: M-F: 9am-6pm, Sat: 9am-1pm, Sun: 1-5pm
Library Greeters stationed in the lobby to help guide patrons
Added Technology stations
In-person quick browsing
In-person holds pick-up, self-check-out, and linkcat stations
In-person reference & technology assistance, readers' advisory, and circulation services
Appointments to assist with workforce development, teleconferencing, and one-on-one consultation with Project Recovery and Tenant Resource Center
Outdoor programming

Safety & precautions that will remain in place:

Masks are mandatory
Added hand sanitizer stations
Occupancy limits in accordance with PHMDC
Time limits (30 minutes for browsing & check out, 1 hour for technology)
Cleaning protocol between patrons and added day-time cleaning porter
Plexiglass shields
Social distancing
No eating or drinking
No indoor seating, except for technology stations



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Memo

To: SPPL Foundation Board President, SPPL Foundation Executive Director

From: Svetha Hetzler, Library Director

Re: Foundation Distribution

Cc: Sun Prairie Public Library Board, Library Management Team

April 8, 2021

Dear Tracy Herold and Alison Long,

Earlier this year, the Foundation provided \$4800 to support **Urban SUN: Black Voices Book Club** as part of our broader Racial Literacy Plan. The following for this program has been strong. The conversations have been deep and the collective learning has been powerful. Thank you!

As you are aware, the Library is enthusiastically entering a new phase with an expansion project on the horizon! With that in mind, the Library Board asks that distributions from the interest income be applied directly towards the newly established Capital Campaign fund.

The Library Board is committed to the vision and mission of the Sun Prairie Public Library where we serve as a dynamic, positive, force in the community through innovative, traditional, and emerging library resources, services, and spaces. The capital campaign funds are resources that will build and strengthen our future.

Thank you for all you have done this Spring in advocating for the Sun Prairie Public Library in new and creative ways!

With gratitude,

Svetha Hetzler
Library Director



Sun Prairie Public Library Foundation Board – 2021 Roster

Executive Officers:

President: Tracy Herold

Past President: Aaron Oppenheimer

Vice-President: Josh Erickson

Treasurer: Sarah Barnes

Secretary: Staci Willems

Voting Board Members

Term Expires**	Name/Contact	Phone Number*	email
2022 (Member since 10/19) 1	Sarah Barnes 121 S. Hamilton Street #103, Madison, WI 53703	214-1396 cell 467-1853 work	sarah.barnes@bankofsunprairie.com
2022 (Member since 7/19) 2	Josh Erickson 2189 Baptisia Pass, Sun Prairie, WI 53590	241-8444 work 576-6941 home	jericks1@amfam.com
2023 (Member since 3/18) 3	Carol Esser 201 E. Lane Street #304, Sun Prairie, WI 53590	213-3599 cell	clespwi@gmail.com
2022 (Member since 8/19) 4	Pat Harrington 1020 Liberty Boulevard #207, Sun Prairie, WI 53590	825-6332 home	patharclovers@gmail.com
2022 (Member since 7/19) 5	Tracy Herold 366 Maynard Drive, Sun Prairie, WI 53590	577-3073 home 266-6388 work	herold@dcls.info
2022 (Member since 9/19) 6	Terry McIlroy 178 North Street, Sun Prairie, WI 53590	219-1906 home 318-1933 emergency	tmcilroy@proadspec.com
2023 (Member since 1/21) 7	Pat Miller 2678 Golden Wing Court, Sun Prairie, WI 53590	417-9287 cell	pmille1@amfam.com
2021 (Member since 4/13) 8	Dan O'Brien 2542 Ironwood Drive, Sun Prairie, WI 53590	834-9311 work 770-6552 cell	dan.obrien@edwardjones.com
2022 (Member since 3/14) 9	Aaron Oppenheimer 300 E. Main Street, Sun Prairie, WI 53590	825-1193 work 301-6889 cell	aoppenheimer@cityofsunprairie.com
2023 (member since 2/21) 10	Mindy Wara Maciolek 869 Baneberry Drive, Sun Prairie, WI 53590	(414) 881-5154 cell	wara.maciolek.mindy@gmail.com
2023 (member since 2/21) 11	Marje Murray 1186 Celebration Blvd., Sun Prairie, WI 53590	886-4276 cell	marjemurray1@gmail.com
2023 (member since 2/21) 12	Tammy Ocampo 2323 Richmond Court, Sun Prairie, WI 53590	698-8330 cell	trpineda@gmail.com
2022 (member since 12/19) 13	Pat Wende 1064 Derby Drive, Sun Prairie, WI 53590	577-9695 home	pw3nd3@gmail.com
2022 (Member since 7/19) 14	Staci Willems 2065 Branch Road, Sun Prairie, WI 53590	257-7652 work 628-9075 home	stacim99@hotmail.com
Annual Appt. (SPPL Library Board) 15	Rex Owens Sun Prairie Public Library (SPPL) Board Liaison	513-1951	rexowens00@gmail.com
Annual Appt. (Friends Board) 16	Cindy Mestelle Friends Liaison	658-8918	mestecj@charter.net

<i>ex officio</i>	Name/Contact	Phone Number*	email
SPPL Director	Svetha Hetzler Staff Liaison	825-0900 Work	shetzler@sunlib.org
SPPL Foundation Board Staff	Alison Long Executive Director	217-766-1756	execdirector@sunlibfoundation.org
	Cindy Stankey Administrative Assistant	825-7323 (x2013)Work 609-5107 cell/text	sunlibraryfoundation@yahoo.com

* Area codes are (608) unless otherwise noted.

** Board members are elected to a 3-Year Term; expiration of term is December 31

2021 Board Meetings:

General Business Meetings: 1/28*, 2/25, 3/25, 4/22, 5/27, 6/24, 7/22, 8/26, 9/23, 10/28 (9-10 a.m. 4th Thursday) via Zoom

Strategic Planning Meeting & Election of 2022 Officers: 12/9 (2nd Thursday) from 8:00-10:00 a.m. via Zoom or at library

*1/28 meeting was held at 8am

2021 Committees		
Finance Committee	Giving Committee	Marketing Committee
Sarah Barnes (Chair)	(Chair needed)	(Chair needed)
Terry McIlroy	Carol Esser	Josh Erickson
Aaron Oppenheimer	Pat Harrington	Pat Miller
	Rex Owens	Dan O'Brien
	Pat Wende	Mindy Wara Maciolek
		Staci Willems