



**Sun Prairie Public Library Foundation  
May Meeting Packet**

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## Sun Prairie Public Library Foundation Board of Directors Meeting

9:00 am, Thursday, May 27, 2021 via Zoom

### **Agenda**

1. Call to order(Herold)
2. Approval of minutes: April Foundation Board Meeting (Willems)
3. Executive Director Report (Long)
4. Executive Committee Report (Herold)
5. Fundraising for Capital Campaign (Guest)
6. Committee Reports:
  - a. Finance Committee/Treasurer's Report (Barnes)
    - i. Update on Kind Fund (Chin)
  - b. Giving Committee (Long)
  - c. Marketing Committee
7. Board and Director reports:
  - a. Library Board (Owens)
  - b. Friends Board (Mestelle)
  - c. Director (Hetzler)
8. Information sharing
9. Adjournment

### **Join Zoom Meeting**

<https://us02web.zoom.us/j/81917366030?pwd=Sll6T21EbUFsSTBxckdVTGhoRFdidz09>

Meeting ID: 819 1736 6030

Passcode: 244043



**Meeting Minutes**  
**Sun Prairie Public Library Foundation**  
**Board of Directors Meeting**

9:00 am, Thursday, April 22, 2021 via Zoom

**Attendance**

**Present at Meeting:**

**Board members:** Josh Erickson, Carol Esser, Tracy Herold, Terry McIlroy, Pat Wende, Mindy Wara Masciolek, Tammy Ocampo, Pat Harrington, and Staci Willems

**Liaisons:** Rex Owens and Svetha Hetzler (ex officio)

**Staff:** Alison Long and Cindy Stankey

**Absent from Meeting:**

Sarah Barnes, Cindy Mestelle, Pat Zeitlow Miller, Marje Murray, Dan O'Brien, and Aaron Oppenheimer

**Minutes**

1. **Call to Order (Herold)** – Meeting called to order at 9:04 by Tracy Herold.
2. **Approval of Minutes (Willems):**
  - a. Tracy Herold entertained a motion to approve the March minutes. It was noted there were some errors in the March minutes attendance. Pat Harrington made a motion to approve the minutes with corrected attendance; motion seconded by Terry McIlroy. Motion approved unanimously.
3. **Executive Director Report (Long):**
  - a. \$3260 as of today for the Spring Appeal. Still have a couple of communications going out today: a wrap up email and some social media posts.
  - b. 1500 inserts printed; they went to patrons picking up holds at the library.
  - c. Noticed some new/unfamiliar donors
  - d. **Ask:** share/like the social media posts. And speak to why this is important to you when you share to promote engagement.
4. **Executive Committee Report (Herold):**
  - a. EC met last Friday to talk through the timeline. Will cover later in the meeting during the Timeline agenda item.
5. **Committee Reports:**
  - a. Finance Committee/Treasurer's Report (Barnes):
    - Met with Nick with Numbers for Non Profits. Still have difficulty getting other interviews scheduled. Alison will follow up with Cindy M. and Josh on their recommendations to try to get a meeting scheduled.

- **Ask:** if anyone has other recommendations for bookkeeper position, to pass on to Alison.
- Quarterly reports will be at the June meeting.
- b. Giving Committee (Long):
  - Spring appeal update as stated above.
  - Still looking for committee chair
- c. Marketing Committee
  - Reemphasize the social media and sharing.
  - Still looking for committee chair.

## 6. Board and Director Reports:

- a. Library Board (Owens):
  - Refer to the letter from Svetha and Library Board (LB) in the meeting packet.
  - At last LB meeting, potential funding the library might need was reviewed; decided to request the funds we typically draw from the Foundation be put into the Capital Campaign Fund (approximately \$40K).
  - Will still draw from the Kind Fund of the endowment.
- b. Friends Board (Mestelle):
  - Working on diversity training and working to reopen the bookstore in June.
- c. Director (Hetzler):
  - Library reopening May 10. 7 days per week – spring/summer hours. Staff will still be there in the evenings when public is not there to do work while maintaining social distance.
  - Discussion rooms being repainted M-F 9-6, Sat 9-1, Sun 1-5. Walk through, browsing, pick up and check out materials. Won't be a gathering place yet.
  - Fourteen architectural firms walked through library yesterday as part of the RFP for the design. Five of them Svetha knows well in the library industry. Reputable firms walked through. Two are firms we have worked with.

## 7. Timeline/Workplan (Herold):

- a. This timeline is flexible and will be updated as needed.
- b. April: New members have been orientated. Working to orient existing members before May meeting.
- c. Currently working on spring appeal and migrating to donor management platform
- d. May:
  - New donor management will enable us to look at our different giving levels
  - Bookkeeper services
  - Spend time talking about our story – still not clearly defined on this yet.
  - Leadership migration of ED position and this position as we move into the capital campaign.
- e. June:
  - Starting to share story
  - Posting ED position
  - Schematic planning
- f. July
  - ED position interviews
  - Schematic planning
  - RFP for fundraising consultant

- Evaluating our donors and how to steward to them
- g. August
  - Consultant interviews
  - Onboard new ED
  - Evaluate staffing for capital campaign
- h. September
  - Onboard new ED with overlap with Alison
  - Identify CC members
- i. October
  - Fundraising plan
- j. November
  - Prepare for YE appeal and schematic design messaging
- k. December
  - Secure CC chairs and identify lead donors
- l. It might be Nov/Dec that library is still looking at the schematic design. There will be regular meetings and hope to see that in the proposals – how we will be communicating and with what frequency. Heard typically 3-4 months with start to finish of design.
- m. Timeline Graphic:
  - CC much longer process than a normal fundraising appeal.
  - Timeline outlines when to put forth communications
  - Svetha – like the board game look. Maybe we can use this as a visual in the library as we move through it.
  - Terry – really like this but also like that the idea is fluid. Docs from the campaign 23 years ago – do we have these documents? Library board has asked for info having to do with selling different parts of the expansion as a way of raising money – assigning dollar amounts to different part of the expansion to raise money and know this was in the original documents.
    1. Svetha – assume so but will need to find out. If not, Terry may have them.
    2. Cindy S. – docs are in boxes on the shelf in the delivery room.
    3. Tracy – it might be under the Friends purview – they were the original fundraisers.
  - Reminder that the CC is just one piece of the work that the Foundation does. The CC committee will have members outside of the board. We will be looking for outside help. We will have reinforcements on this.
  - This is work that will be spread out over 2-3 years.
  - The library reopening will help connect us to others as we embark on this.
  - This timeline may change after we bring on a fundraising consultant once they provide their guidance.
  - Pat W – telling our story, hears ‘Why do we need to expand the library?’ Some think it already meets people’s needs. We need to hit that in our story.
    4. Svetha – can work with Tracy and Alison on that. Some is within the analysis that we did in 2018. We feel the pandemic has underscored the need for the expansion.
      - a. We aren’t building for now we are building for our future, but even some heavy library users are questioning why we are doing this so we need to convey the need accurately.

- b. Growth in schools should match growth in the library. We need to be in step with rest of the community's growth.
  - Recap on dollars
    - 5. \$13.5 million is cost of project – approximate. Looking for the city to put up \$10M. Looking to fundraise \$3.5M.
      - a. When planning the current building, they were looking at \$3.5M. The Foundation wanted to raise \$2M. The Feasibility study indicated Sun Prairie didn't have the capacity; they indicated we could raise \$500K. Chair of the CCC at that time, said we are going to ignore that because we know better. The Board raised just short of \$2M but surpassed \$2M with the sale of the old property.
    - 6. We are in a much larger community now, so this number doesn't seem daunting.
    - 7. Similar communities (Oregon/Belleville) have raised a million +
    - 8. 2 million raised 22 years ago.
    - 9. Collect stories/memories of the library over the past 20 years. And stories from the old library.
    - 10. The story of the fundraising from 22 years ago is a great reminder and pep talk that we can accomplish this.
    - 11. What is the cost to the Foundation – 4 million to cover all of our costs in total. There is a cost to fundraising – spend money to make money
    - 12. The Foundation has not done a lot of spending up to this point. We are in a season where we will need to start spending money. Change our mindset on this. It is ok and needed to accomplish this.
  - n. ED position moving to full time – this will be housed with the EC. Alison will be reaching out to board members to see about participation in reviewing and updating the ED position description to get it ready for posting. Tracy will be working with Mark Chin and Dan O'Brien and Sarah on the financial piece and what does a 5 or 7 year trajectory look like with having a full time ED and financing that.
  - o. Board orientation – 2 parts
    - Essential of board membership
    - Exploring the CC
- 8. Adjournment:**
- a. Motion to adjourn by Tracy Herold, seconded by Terry McIlroy. Approved unanimously. Meeting adjourned at 10:06 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 May 3, 2021.

- Finance has moved forward with retaining Numbers 4 Non-profits to do our bookkeeping and we are working on that transition.
- 2nd quarterly reports will be issued at the June board meeting.

Submitted by:

Sarah Barnes, Treasurer

Sun Prairie Public Library Foundation Board

## Library Board Report for May 2021

1. Ken Wenzel completed his Library Board appointment serving 9 years. His last meeting was in May.
2. Darreon Steward has been appointed to replace Ken and his term will begin in June.
3. Ginger Baer moved out of Sun Prairie and resigned her position on the Board.
4. April Brazier-Rasa has been appointed to replace Ginger and her first meeting was in May
5. Heather Barkholtz resigned from the Board.
6. Emily Lindsey has been appointed to replace Heather and her first meeting was in May
7. Theresa Stevens was appointed to chair the Facilities Committee and service on the committee to review bids for the schematic design.
8. Board reviewed the DPI equity, diversity and inclusiveness self-assessment.
9. Board passed motion to create a timeline to make appointments to the Equity, Diversity and Inclusiveness Committee by August and make their first task to work with Facilities Committee on the schematic design for the library expansion.
10. Board reviewed the 2020 financial audit
11. Board reviewed the 2021 fund balance report
- 12. Board passed a motion to fund the cost of a financial feasibility study and the cost of a consult to conduct the Capital Campaign that will be operated and managed by the Foundation.**
13. Board passed motion to use money market fund for discussion room improvements.

The Friends have purchased a new cash register and are in the process of getting a few volunteers trained on it and any new procedures. We are proposing a June 2 reopening with limited hours and no snacks or beverages for purchase.

We will eventually train all of our volunteers on the cash register and new procedures, including any Covid precautions, before they work a shift in the RBBS.

We continue to work on diversity, equity and inclusivity. We have made a preliminary review of our mission and bylaws and have retained Donna Mackey to do a training of our full board in July.

Our membership numbers are steady even though we have not been able to have any membership drives. We now offer the ability to pay membership dues through eBay online.

Respectfully submitted,

Cindy Mestelle, President  
Friends of the Sun Prairie Public Library board



On Monday, May 10, 2021, SPPL entered Phase II of our Reopening. The walkthrough service model provides additional hours and in-person services. Hours of operation are now:

**M-F: 9am-6pm.**  
**Sat: 9am-1pm.**  
**Sun: 1-5pm.**

Balancing safety and access, staff and patrons are required to wear masks at all times and maintain social distance. With regular and enhanced cleaning protocols in place, we also have extra hand sanitizing stations for library patrons throughout the library.

Patrons of all ages have been steadily walking in and taking advantage of in-person services and have expressed their gratitude as we return to normalcy. Sitting at the greeter desk has been terrific as patrons have shared the following statements:

*This is so amazing!*  
*This is the happiest day of my life!*  
*Nice to be able to come in and browse.*  
*It's great to be back!*  
*Wow!*

Patrons are enjoying the following services:

- **Browsing and in-person holds pick up**
- **In person reference service, technology assistance, readers' advisory service, circulation service**
- **More computer stations (one hour limit for computers)**
- **Faxing, photocopying, printing, microfilm reader, wi-fi**
- **Self-check-out**
- **Linkcat stations for catalog searching**
- **Services by appointment in Discussion Rooms, including assistance and consultations with Tenant Resource Center and Project Recovery**
- **Bus passes, taxi ride share, recycle stickers**

Over the past year, many of our patrons have thanked us for some of the innovative services we developed in response to the pandemic. We will continue to offer:

- **Drive-up & walk-up window for holds pick up**
- **Virtual Programs**
- **Make & Take Programs for Adults**
- **Programs to Go for Youth**
- **Dream Bus Visits to CH Bird Elementary, Farmers Market, and selected community events**
- **Story Walks**
- **Librarians' Choice**
- **Enhanced digital collections**

Our Phase II reopening has demonstrated the Library's role in restoring and strengthening our community as we reenter spaces we have missed, recover from unexpected loss, reconnect to collections and each other, and rejuvenate through life-long learning. After an extremely difficult year of isolation, loss, and socioeconomic upheaval, I and the Sun Prairie Public Library staff look forward to our role in our community's collective healing, resilience, and growth.

With gratitude,

Svetha Hetzler



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

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

\* 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. 4<sup>th</sup> Thursday) via Zoom

\*1/28 meeting was held at 8am

##### Strategic Planning Meeting & Election of 2022 Officers:

12/9 (2<sup>nd</sup> Thursday) from 8:00-10:00 a.m. via Zoom or at library

#### Join Zoom Meeting

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

Meeting ID: 819 1736 6030

Passcode: 244043

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