

**SUN PRAIRIE PUBLIC LIBRARY FOUNDATION  
BOARD OF DIRECTORS MEETING**

11:45 am, Tuesday, July 16, 2013  
Library Conference Room

1) **Call to order:** Kristi Thering-Tuschen called the meeting to order at 11:47 am.

**Roll call:**

**Present:** Kathleen Curran, Jeff Gauger, Dan Griffiths, Heather Jones, Kim Koss, Terry McIlroy, Dan O'Brien, Rebecca Renk, Harry Ripp, Michael Skornia, Laura Stechschulte, Kristi Thering-Tuschen,  
**Absent:** Barb Bailey, Lisa Lamkins, and Sue Tjugum  
**Also present:** Tracy Herold and Cindy Stankey

2) **Closed session:** Board adjourned to closed session at 11:55 am to discuss Administrative Assistant hours and wages. Resumed open session at 12:05 am.

3) **Approval of minutes from April 16, 2013**

**Motion** to approve the April 16, 2013 minutes

(1) Harry Ripp (2) Kim Koss

Motion passed unanimously.

4) **Nominating new board members for Board of Directors –** Kristi Thering-Tuschen & Terry McIlroy

- In preparation for 2014, a slate of new directors and executive committee will be offered up by the nominating committee. Terry McIlroy and Heather Jones were selected to sit on the nominating committee.
- Jeff King and Errol Polenske have submitted applications to serve on the Foundation Board; all Board members have received copies of their applications via email. We have several openings available and both applicants would be a great addition to the Board.

**Discussion:** We currently have 17 members and can have up to 19 members. Writing talent would be a plus for our Board. Chairs of committees can build their committee from outside the Board when looking for particular talent for events. Be sure to look to our sponsors as potential committee members to make sure they are engaged in our projects. The Strategic Planning Committee in December is a great place to bring new members onto the Board.

**Motion** to accept both applications and extend an invitation to join the Foundation Board at our next meeting:

(1) Terry McIlroy (2) Heather Jones

Motion passed unanimously.

5) **Treasurer's report –** Dan Griffiths & Dan O'Brien

- Treasurer's report was presented. We are seeing great increases from previous years. Our revenues are up. Gala was a great success. Book'n It sponsorship is up and we already have more in registrations than this time last year. The raffle has promise. \$48K from estate came in June; we also received a \$10K matching gift for Gala.
- Finance committee recommends taking \$5K from checking account per quarter and put it into investment accounts and put \$15K into a short term CD.
- Report on Edward Jones portfolio diversification and performance summary was presented. Our investments are well within recommended guidelines; leaning on the conservative side. Portfolio is up 11% since funds were moved last September; up 9% this year. The recommended move of \$5K per quarter from the checking account will be invested in the Edward Jones portfolio.

**Discussion:** Rule of thumb for non-profits is to keep two years worth of expenses in checking rather than investments. Our yearly expenses run about \$10K, so we should keep \$20K in checking. Funds at Edward Jones are liquid in that there are no fees or penalties for withdrawals. It looks like we will be keeping our checking around \$20K anyway.

**Motion** to approve (1) the financial statement from April – June 2013, and (2) the transfer of \$5K per quarter from checking into our Edward Jones investment portfolio beginning in July and continuing for one full year (for a total of \$20K), and (3) the transfer of \$15K from checking into a short term (6-12 month) CD:

(1) Dan Griffiths (2) Laura Stechschulte

Motion passed unanimously.

**6) Gala update** - Heather Jones

- This was a very successful event and we should make the Gala an annual event for the Foundation. We sold over \$3K in tickets and raised over \$21K with the \$10K match. 2014 Committee members will again include Heather, Bekkie, and Jeff, as well as several non-board members.
- Request for information on donations made by Board members was made; send receipts, or a zero-balance invoice, so that we can credit that gift-in-kind.
- 2014 Gala goals include more ticket sales and sponsors to underwrite the entire event to cover all expenses.

**7) Book'n It update – Only 3 weeks left until Book'n It!**

- **Volunteers for race day:** Terry McIlroy  
Epic has stepped up and will bring 8-10 volunteers and they will be used as course guides. Dan and Terry walked the course and it looks as if 10 more volunteers will be needed to cover the course of the 1 mile run. Due to the age of the folks participating in these events, volunteers in the 14 – 19 year old range would be ideal. Boy Scouts and/or 4H volunteers may be utilized.
- **100 Meter Dash & One Mile Fun Run** – Lisa Lamkins and Sue Tjugum are heading this up but Terry has not heard what the status is.
- **Book'n It Sponsorship:** Bekkie Renk  
Sponsorship drive brought in over \$17K. Lots of raffle items have been donated. Thus far, Ager Chiropractic Wellness Center will be the only ones setting up a table.
- **Marketing:** Kim Koss  
The 2013 Book'n It Run Marketing Update was distributed. This summarizes all the marketing efforts and will be a great tool for planning future Book'n It.

**Discussion:** The Foundation spends at least \$2,500 in cash for Book'n It so we should be listed as a sponsor on the t-shirt. The shirt indicates that Book'n It is a Sun Prairie Public Library Foundation event. The Foundation logo is the cornerstone, which is difficult to put on the shirt. Last year we had 3 boards, this year we have 5, because we have so many more sponsors. Next year we will look at incorporating the Foundation's logo into the artwork of the Book'n It shirt.

**8) Raffle update** – Terry McIlroy

(Note: Raffle tickets were distributed to each Board member at the beginning of the meeting; Kristi encouraged each member to purchase a pack and stressed that more were available.)

- Cost of bike: \$333.42
- Cost so far (bike, printing, license): \$889
- 1,000 tickets printed. If all sold we'd bring in between \$4,000 and \$5,000.
- Not having much luck with raffle ticket sales at events; not hitting right crowd.
- Looking for face painter for Taste of Sun Prairie, for July 27<sup>th</sup>; this would be a draw to the Book'n It booth; raffle tickets will be sold there.
- Drawing will be held at 10:30 on Aug. 3<sup>rd</sup> at Book'n It.

**9) Investment Policy review** – Kristi Thering-Tuschen/Kathy Curran

Clarification is needed to distinguish between "net annual earnings" discussed in 2<sup>nd</sup> paragraph of section II from that discussed in section VIII because they are two different things yet we are using the same language. "Annual earnings" under section II will be changed to "net annual contributions" to distinguish it from the net annual fund earnings discussed in section VIII.

**10) Planned Giving** - Kristi Thering-Tuschen

Committee has met once and reviewed the brochure; they will be meeting again during the next quarter to make final recommendations and changes to the brochure. Committee has a list of 28 potential givers to go see with the brochure. The group name has been redrafted to be the Sun Prairie Public Library Legacy Society. The group plans to reconvene right after Book'n It.

#### **11) Library Board update – Tracy Herold**

- Library Board is now operating as a full board; our newest member is Tony Rodriguez.
- The Board is continuing to work on the re-carpeting project. City Hall went through a difficult re-carpeting progress which provides us with a helpful resource when making our plans. Budget will be over \$50K to do the entire building; we will be doing it in phases. Requests for proposals will be going out shortly.
- We are also sending out request for proposals for landscaping; two responses have been received. The Garden/Landscaping committee has prepared a Prairie Guide. Committee members worked with a teacher at Patrick Marsh and students to write the guide. Approximately 25 plants have been outlined; the booklet will grow over time.
- As of last weekend we have 2,388 summer library program registrants which exceeds last year's total. The program impacts our community in a huge way. Lynn does school visits which has a profound effect on the kids. Most visits were conducted after Memorial Day and it is a very visual presentation which involves dressing up the teachers and principals.
- Library usage is up. Computer usage is in high demand; however, we have not had to expand our computer lab, because we offer wireless access to library patrons who bring in their own devices.
- City Finance Director is leaving and going to the UW; we will have a new Finance Director as we go into budget talks.

#### **12) Friends update – Terry McIlroy**

Friends 25<sup>th</sup> anniversary is in September. (If you are not a member yet, be sure to join. There is a link from the Library's website.) Steve Bartlett of Badger Honor Flight will be at the event. It will be on Saturday, September 21<sup>st</sup> and will be a buffet.

#### **13) Information sharing**

- Items to cover at the next Board meeting in October:
  - 1 Nomination of new committee members and recommendation of board officers.
  - 2 Determine what % of our 2013 contributions, ( $\leq 20\%$ ) will go to the library for purchase of electronic items.
  - 3 Book'n It update.
  - 4 Decide on 2014 fund raisers: Gala, Book'n It, other possible events including selection of chairs for event committees.
- With the opening of the new Wal-Mart store, timing is perfect to approach them about teaming with the Foundation to support the Library. Board members have tried to get sponsorship for Book'n It, were not successful at tapping into Wal-Mart's local fund. Lisa Nelson, Community Relations for Wal-Mart, has indicated that they are working on a proposal with the Sunshine Place. Wal-Mart's main mission is food and secondary mission is empowering women. However, now is a very good time to approach Wal-Mart as they are looking for community recognition as they launch their new store. Kristi and Tracy will put something together in the next few weeks.
- The estate gift of \$48K came in from Janice Lang and we will be doing some PR about that. She used our library computer system here and felt very much at home here. A story about her will be coming out shortly. We do need to decide how to honor that gift in the library; we need to establish some type of formal recognition for folks who remember the Foundation in their estates.

#### **14) Adjournment:**

Motion to adjourn the meeting at 1:12 p.m.:

(1) Harry Ripp, (2) Becky Renk

Motion passed unanimously.

#### **UPCOMING MEETINGS:**

##### **Foundation Board Meeting:**

Tuesday, October 15, 2013, 11:45 am in the SPPL Conference Room