SUN PRAIRIE PUBLIC LIBRARY FOUNDATION
Meeting Minutes May 24, 2018
BOARD OF DIRECTORS MEETING

Attending: Carol Esser, George Frank, Ti Gauger, Heather Jones, Jason Kobs, Dan O'Brien, Aaron Oppenheimer, Harry Ripp, Mark Schellpfeffer, Kassandra Schroeder, Nicole Waerzeggers, Rex Owens, Svetha Hetzler, Cindy Stankey
Absent: Kathy Curran

Call to Order and Introductions: Aaron Oppenheimer called the meeting to order promptly at 8 am. Board members welcomed George Frank, potential new board member. George, former City Council member, is a 15 year resident of Sun Prairie. He and his family have been long time patrons of the library. George is currently a realtor in Sun Prairie and the surrounding area and looks forward to serving on the Foundation Board.

Motion to approve George as a member of the Foundation Board was made by Harry Ripp; Heather Jones seconded; motion passed unanimously.

Approval of Minutes: Motion to accept the minutes from the March Foundation Board meeting was made by Heather Jones; Ti Gauger seconded; motion passed unanimously.

Bylaws: Bylaws have been updated to include Past President as an executive officer of the Foundation. This position will be very helpful for transitioning between presidents. It will be a two year term, at which time the current president will assume the role of past president. They will be a voting member of the executive committee and will perform the duties of the president in his/her absence.

Motion to approve the changes to the Bylaws and Heather Jones in position of Past President was made by Harry Ripp; Dan O'Brien seconded; motion passed unanimously.

Board Membership: Former board member, Nicole Beattie, has expressed interest in resuming her role as secretary on the Foundation Board. Kassandra Schroeder has volunteered to assume the role of Vice President. Joel Adcock and Matt Clumpner have resigned from the board.

Motion to approve Nicole Beattie as a member of the Foundation Board and as Secretary was made by Harry Ripp; Heather Jones seconded; motion passed unanimously. The board looks forward to the return of her pithy minutes.

Motion to approve Kassandra Schroeder as Vice President was made by Heather Jones; Nicole Waerzeggers seconded; motion passed unanimously.

Financials: Jason Kobs distributed and discussed the Treasurer's report, balance sheets, and profit & loss reports. Operating income down $7K from last year; however, since 4/30/2018, an additional $11.5K in Book'n It sponsorships has been received as well as a planned giving donation of $10K. Dan O'Brien commented that the Edward Jones investments are up ½% for 2018. The endowment is up about $100K from last year!

Action Item: Cindy will create invoices and send to board contacts (Aaron &Ti) for follow-up on Gala sponsorships (Brooks & Hallman Lindsay) which have not yet been received.

Motion to acceptthe Treasurer's report was made by Harry Ripp; Nicole Waerzeggers seconded; motion passed unanimously.

Check Signers: Currently Aaron and Jason are the only check signers; Kassandra, Nicole B., and Heather will be added.

Action Item Jason will contact the bank and have them email the new signers to obtain the required information.

Finance Committee Update: An additional board member is needed for the Finance committee. They meet one to two times per year; rest of the work is conducted via email. George volunteered to join.

Action Item: Jason will set up a meeting in the next couple of weeks to establish a formula for determining the amount the Foundation can make available to the library per year.

Raffle License: It was agreed that the board should continue to renew the raffle license every year, even if a raffle is not planned, because it is much cheaper to renew the license ($25.50/year) than to let it expire and reapply.

Credit Cards: The Foundation has a credit card for event expenses. Currently Nicole Waerzeggers has one for Book'n It expenses; TiGauger one for Gala but doesn't need it until next January.

Action Item: Jason will investigate the possibility of having one credit card in the Foundation's name that could be used for both events.

Fund Raising Activities:

Planned Giving – No Report

Gala – Ti Gauger working on wrapping up the Gala; $4,500 outstanding sponsorship to be collected. The event was hugely successful financially. Once sponsorships are in, the event will have raised over $18K (before expenses). Aaron Oppenheimer has signed the thank you letters and they have been posted. Tremendously well received by attendees: we have received many comments on the great auction items, the wonderful food, and the delightful entertainment! Looking for suggestions for next year's theme; Latin or Caribbean perhaps? Svetha Hetzler suggested Like Water for Chocolate so we could have a chocolate fountain (yum!). Planning on the Great Gatsby in 2020. Adding pictures of the Gala to the website was suggested.

Action Item: Mark will post Gala pictures on the website; send pictures and/or links to him.

Book'n It – Nicole Waerzeggers reported that financial sponsorship is currently at $13,750; $17,460 with in-kind sponsorship. Several new sponsors: Park Bank, Day One Pizza, Oliver's Plumbing, First Choice Dental, Schuppe's Auto Shoppe, Wegner CPAs, East Madison Toyota, including a grant from the Madison Community Foundation. We have not yet heard from several of our standards (Brooks, Demco) and some of our standards have reduced their contribution (Renk, Parkview Dental). We also have lost the free promotion of the race that went out via the schools. They now use electronic distribution of material and it would cost $800 to be included. Other avenues of promotion were discussed: Brat Fest, Taste of the Arts Fair, Fleet Feet Fun Runs, Farmers Markets, etc. Contact Nicole if you can attend any of these and/or if you know someone who can 'fill' Booker. Svetha mentioned the summer volunteers in Youth Services may be available to help out, especially at Sun Prairie Summer Reading events. Cross promotion with Colonial Clubs Strawberry Fest has been arranged. Nicole has also met with the Sun Prairie Police regarding race day logistics and the street permit has been submitted; Aaron to meet with the Fire Department. The 1 Mile Fun Run dog tags are out this year; new award is a headband with Book'n It logo. A drone will be used for race day photos and we will have a bike corral. No DJ has been secured. Anyone know someone who will do it for free? Looking for someone who will provide commentary, not just music. Focus on teams again this year; 15% discount for teams; minimum of 5 people/team.

Action Items:

1. Everyone, please make your contact in earnest! NOW is the time!!!
2. Respond to the volunteer-email and forward it on to friends/family/coworkers.
    a. Heather commented it was too long to read
    b. Nicole requested a motion to reconsider the position of past president
3. Pick up marketing materials (located on the counter) and distribute wherever you can.
4. Let Nicole know when you are available to fill Booker or be his handler for summer events.
5. Aaron to meet with the Fire Department regarding race day support.
6. Contact Nicole if you have leads on a DJ who will cover the event for free.
7. Promote teams!

Library Board Update: Rex Owens reported that the major focus is the architectural analysis with FHA. Focus groups have met; more than 40 people have volunteered to participate in the next phase which is advisory work groups; Aaron will represent the Foundation. July 24th and 25th the community will be able to come in and work with the architect at design workshops.

Friends Board Update: Aaron reported that the Friends are going to increase their support of Book'n It to $1K; this will get their logo on the shirt and the will have 8 free entries for a Friends team. This will serve as an excellent way to get Friends members involved. Free entries will be offered on a 1st come 1st serve basis. Aaron was also pleased to report that they have $15K for another piece of outside artwork! Plan is to begin an art garden which will grow as more funds are raised.

Information Sharing: Svetha reported that Hoopla usage is really strong. Moving down one tier to accommodate usage and budget has put us back on track. Cindy has an updated binder index available on the counter. This index includes a section for the Gifting Policy and for the Conflict of Interest Statement.

Adjournment: A motion to adjourn the meeting was made by Harry at 9:05; it was seconded by Nicole and approved unanimously.

2018 FOUNDATION BOARD MEETINGS& EVENTS

2018 Meetings (8 a.m. in the SPPL Conference Room):
February 1, March 22, May 24, July 26, September 27, December 13

2018 Fund Raising Event:
Book'n It, Saturday August 4, 2018

Submitted by: Cindy Stankey on 24 May 2018