

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

11:45 a.m., Tuesday, April 16, 2013
Library Conference Room

1. **Call to order:** Kristi Thering-Tuschen called the meeting to order at 11:48 a.m.

Roll call:

Present: Barb Bailey, Kathleen Curran, Jeff Gauger, Dan Griffiths, Heather Jones, Kim Koss, Terry McIlroy, Dan O'Brien, Rebecca Renk, Harry Ripp, Michael Skornia, Kristi Thering-Tuschen,

Absent: Lisa Lamkins, Laura Stechschulte, and Sue Tjugum

Also present: Debbie Bird, Tracy Herold, and Cindy Stankey

2. **Approval of minutes from January 15, 2013**

➤ **Motion** to approve the January 15, 2013 minutes:

(1) Jeff Gauger (2) Barb Bailey

✓ Motion passed unanimously

3. **Foundation Board of Directors: Resignations and New Member**

a) Two members of the Foundation Board of Directors have resigned: Terry Balding and Tamara Sondgeroth.

➤ **Motion** to accept resignation of Terry Balding and Tamara Sondgeroth:

(1) Terry McIlroy (2) Heather Jones

✓ Motion passed unanimously

b) We have invited Dan O'Brien, financial advisor with Edward Jones, to join the board.

➤ **Motion** to have Dan O'Brien join the Foundation Board as a director:

(1) Dan Griffiths (2) Harry Ripp

✓ Motion passed unanimously

c) Two vacant seats on the board. Be upfront about the background check when approaching new potential members.

d) Kristi will be conducting orientation at Dan's office (Edward Jones by Copp's) to go over bylaws and policies on Thursday, April 18th at 3:00 pm.

4. **Board of Director Orientation – Debbie Bird, volunteer coordinator.**

a) As described in the Volunteer Package, a background check is required when volunteering at the library.

b) The library currently has 125 active volunteers.

c) Total of 4167 volunteer hours were reported in 2012 (2011 hours were around 3000); be certain to track your volunteer hours for time spent on Foundation activities. This helps Tracy when she goes to City Council at budget time; it tells the City that the Library could use additional staff.

d) Volunteers are taking on more activities that use to be done by staff, such as shelf reading. The volume of daily workflow has increased to the point that pages can no longer be solely responsible for that, so volunteers are now taking on that task.

e) Spring Grounds Clean-Up is scheduled for May 4th from 10-12 a.m. which is a program that is encouraging community participation. Emergency vehicles will be on hand for kids to get an up close look and Culver's Custard will be served.

f) Volunteer Luncheon is scheduled for April 17, 2013.

g) Terry McIlroy encourages all Board members to join the Friend's; it's only \$5 to join. They will be celebrating their 25th anniversary this year: September 21st.

5. **Treasurer's report - Dan Griffiths**

a) Report distributed by Dan Griffiths: we are doing fantastic when compared to last year at this time.

b) Fall mailing to targeted list of approximately 250 previous donors did very well; we continued to receive donations into 2013.

c) CD at Bank of Sun Prairie was renewed for two years; CD at Park Bank coming due in June.

d) Discussion regarding how much to keep in our checking account; topic will be added to agenda for November 2013 Board meeting.

➤ **Motion** to approve the treasurer's report:

(1) Terry McIlroy (2) Rebecca Renk

✓ Motion passed unanimously.

6. Investment Policy Review and Update

- a) There was some discussion at the January 2013 Foundation Board meeting regarding being proper stewards of a donor's interest and that our rigid our Investment Policy does not allow us to accept donations from donors who want to do something specific with the funds.
 - **Motion** to make changes and approve the investment policy:
(1) Jeff Gauger (2) Harry RippDiscussion: Proposed changes were made to the Investment Policy in March; the goal was to make the policy more flexible so we can accept donations for a donor-designated purpose. Proposed changes were sent out for Board input in March and with the agenda for this meeting.
 - i) Additional changes were recommended for sections VI: Authorized Investment Manager, VII: Safekeeping, and, VIII: Earnings and Disbursements.
 - ii) Recommended changes will be incorporated into the proposed Investment Policy and a new copy will be distributed for Board review.✓ Motion passed unanimously.
- b) Discussion regarding modifying Investment Policy to enable up to 20% of net earnings to library in addition to the 50% of investment income (as proposed at January Foundation Board meeting)
 - **Motion** to enable the Board to give up to 20% of gross annual earnings to the library:
(1) Jeff Gauger (2) Kathy Curran
 - i) Gross earnings would not include bequests; it would include Gala, Book'n It, and general revenues.
 - ii) This would help with PR because it provides a tangible talking point; but we need to remember that we are trying to hit our \$500,000 goal.
 - iii) It has taken 15 years to hit the \$200,000 mark.
 - iv) Although our investment earnings are lower than when the Board was formed, the Board is involved in more fund raising activities now which bring more funds in.✓ Motion passed unanimously.
- c) Investment Manager:
 - Kristi appointed Dan O'Brien as Investment Manager for the Board.

7. Gala update – Jeff Gauger

- a) We have an anonymous donor who will match up to \$10K in funds raised at the Gala.
- b) In addition to the art auction we will also have a fund raiser for iPad mini's to help support the digital efforts of the library.
- c) To date, about 100 tickets have sold.
- d) All arrangements for Gala are in place:
 - i) Art procurement: Heather Jones, Rebecca Renk, with the help of Pat Kippert.
 - ii) Art setup: Jackie Martindale.
 - iii) Food and beverages: Jeff Gauger
 - iv) Registration: Paul Mistell and Kathy & Peter Curran
 - v) Child care: Kathy Curran

8. Book'n It Update – Terry McIlroy

- a) We have about \$8K in sponsorship at this time.
- b) Children's Run – planning is coming along, but Sue and Lisa were unable to attend today so no official update.
- c) We do need volunteers for race day (August 3rd); hoping for representation from entire Foundation Board as well as Library Board.
- d) Signage – still in the process of getting quotes.
- e) Changes this year include that all children participating in Run must have release form signed.
- f) Barb suggested a Baby Crawl for next year's Book'n It.
- g) Ager Chiropractic – Dr. Sandy wants to set up a table and do free screenings as well as provide a snack. Normally, that would only be offered at the \$1K sponsorship level, but Dr. Sandy wants to do it with a \$500 cash donation and \$500 in-kind donation of snacks; screening would not be considered in-kind donation because that is advertising. We currently have 7 sponsors at the \$500 or above that we need to notify so they have the same opportunity.
 - **Motion** to accept the \$500 donation from Ager Chiropractic and let Dr. Sandy bring the screening table, as well as notify other sponsors at that level so that they have the same opportunity:
(1) Terry McIlroy (2) Mike Skornia

Discussion: We should not need to seek further approval as this is type of activity is commonly held at community events such as at Colonial Club and Prairie Athletic Club. We will need to re-evaluate the sponsorship levels before next year's race; that will be address at wrap-up.

✓ Motion passed unanimously.

- h) Hometown News Group (HNG) provided a \$2,500 in-kind donation in the form of advertising; it could extend beyond the \$2,500 level, but we are waiting for their written proposal to see the extent of what they are willing to do. The long-term goal is to make them a media sponsor of the Foundation, not just the Book'n It Run. Our verbal proposal is to honor the \$2,500 in-kind donation as cash this year. We need to make an exception to past Book'n It Run policies to enable this. Last year we had a cash donor board and an in-kind donor board; this year HNG's in-kind donation of \$2,500 in advertising will be listed as a \$2,500 cash donation. We will proceed with accepting HNG's \$2,500 in-kind donation as cash and policy will be reviewed for next year at our 3rd quarter Board meeting.

9. Trek Bike Raffle – Terry McIlroy

- a) Trek was not willing to donate a bike but allowed us to purchase one at cost.
- b) Certificate for \$800 bike purchased through Terry's son, who is a Trek employee; cost is \$350.
- c) We had planned on using a donated bike as a raffle item at the Book'n It Run, but since we have purchased the bike, we will be doing a raffle separate from the Book'n It Run.
- d) Kristi has the raffle tickets designed and ready to run, just waiting on the raffle license.
- e) The bike will be raffled off as a separate fund raiser.
- f) Need a committee to be responsible for setting up how we will be conducting the raffle. Committee will consist of Barb Bailey, Dan Griffiths, Kim Koss, Terry McIlroy, Harry Ripp, and Kristi Thering-Tuschen.
- g) \$5 per ticket or 5 for \$20; we want every Board member to sell a book of tickets; they will also be sold in the library.
 - **Motion** to amend the budget by \$500 for purchase of the bike and to cover the cost of printing raffle tickets:
(1) Harry Ripp (2) Jeff Gauger
 - ✓ Motion passed unanimously.

10. Planned Giving – Kristi Thering-Tuschen

- a) A brochure has been started, but is in need of serious editing.
- b) Unfortunately, it will not be done in time to have at the Gala.

11. Library Board Update – Tracy Herold

- a) Garden and Landscape committee has proposed a plan for the front of the building which will be going out for a bid to determine the cost of a colorful, low maintenance, more inviting entryway taking into account the two trees that had to come down. Looking for a simple, more elegant approach to the building.
- b) Board is deciding how to handle the 2012 carryover and how to allocate it.
- c) Looking at a building tune-up project which has up to \$12K in funding from Sun Prairie Utilities. They will be looking at our electrical and HVAC usage. The study itself is \$7,600 and will be paid for from the \$12K.
- d) We are still investigating carpet replacement; due to costs, this needs to be done in stages.

12. Friends Update – Tracy Herold

- a) They are planning their 25th Anniversary Celebration, which is scheduled for September 21st.
- b) Still in the planning stages for food and beverages.
- c) Main speaker will be Steve Bartlett to speak on Badger Honor Flight.

13. Information Sharing – none.

14. Adjournment:

- **Motion** to adjourn the meeting at 1:27 p.m.
(1) Harry Ripp (2) Mike Skornia
- ✓ Motion passed unanimously.

UPCOMING MEETINGS:

Foundation Board Meeting:

Tuesday, July 16 2013, 11:45 a.m. in the SPPL Conference Room