



**SUN PRAIRIE PUBLIC LIBRARY FOUNDATION  
BOARD OF DIRECTORS STRATEGIC PLANNING MEETING  
8:00 a.m., Thursday, December 10 via Zoom**

**Attendance**

**Present at Meeting:**

**Board members:** Sarah Barnes, Josh Erickson, Carol Esser, Pat Harrington, Tracy Herold, Terry McIlroy, Dan O'Brien, Aaron Oppenheimer, Pat Wende, and Staci Willems

**Liaisons:** Cindy Mestelle, Chris Smith, Rex Owens, and Svetha Hetzler

**Staff:** Alison Long and Cindy Stankey

**Guest:** Pat Zeitlow Miller

**Absent from Meeting:**

**Board members:** George Frank and Jon Emerick

**Minutes**

- 1) Call to order (Herold):** Meeting was called to order at 8:10am
- 2) Introduction of Guest (Erickson):** Pat Zeitlow Miller. Invited by Josh. Works at Amfam in communications. Potential board member recruit.
- 3) Executive Director Report (Long):**
  - a) Current year-end totals:
    - i) Year-end total - \$13,465 as of 12/9/20. Second highest year-end appeal with 59 donors. Last year we came at \$13,162 and that was with 67 donors. Year before that was highest with \$55,000 but that was with a standalone \$50,000 gift. Typical to see around 60 donors. For those giving monthly, this total only includes what was given for the 2020 appeal.
  - b) Some sponsors that regularly donated to Book'n It are now giving through the year end appeal. We should reach out to other sponsors of the run to see if they want to give in this manner as well. Been a mix of people responding by email and from the hard copy letter. 26 donations via PayPal and rest with the mail-in form. A bit more responding to the mail-in form. The mailing seems to be working well. Suggest when designing next year's campaign to try to collect data to indicate which avenue the donations are coming from. We had some brand-new donors that had previously only participated in Book'n It. The letter was sent to everyone that had previously given to the year-end appeal, anyone who participated in Book'n It or the Gala or anyone that has given over \$500 over the past 5 years. In the past, only a hard copy was sent to targeted donors; last year a letter was sent to the entire database at the recommendation of Library Strategies. This is an exploratory year so the giving committee was intentional in not setting a specific goal. Also did a piece that is being included with the curbside pickup materials; Svetha and Tracy did an interview with SP Media Center. The immediate thank-yous are also helpful/important. Will help for future giving and building relationships.
  - c) Reminder to board to make their year-end gift if they haven't already done so.
- 4) Executive Committee Report (Herold):**
  - a) Working on discussing the approach to more committee involvement.
  - b) Working on how to do a budget and the year-end appeal during this time of the pandemic.
  - c) A fairly new committee this year and plan to meet again before the end of the year.

## 5) Officer Elections/Re-elections (Herold):

### a) Officer Elections:

Tracy Herold, President

Josh Erickson, VP

Staci Willems, Secretary

### b) Officer Re-elections:

Aaron Oppenheimer, Past-President

Sarah Barnes, Treasurer

Tracy Herold asked for a motion to approve election and re-election of the above officers: Terry McIlroy motioned; Aaron Oppenheimer seconded. New Executive Committee was approved unanimously.

## 6) Committee Assignments:

### a) Members of each committee have been identified as:

Finance Committee: Sarah Barnes (Chair), George Frank, Terry McIlroy, and Aaron Oppenheimer.

Giving Committee: Chris Smith (Chair), Carol Esser, Pat Harrington, Pat Wende, and Rex Owens.

Marketing Committee: Jon Emerick, Josh Erickson, Dan O'Brien, and Staci Willems (Chair needed.)

The Foundation will be focusing most of our work through these three committees.

## 7) Finance Committee (Barnes):

- ### a) Professional Bookkeeper: Looking at using a professional bookkeeper to take on the treasurer's role. Based on the amount of the money we are working with, it seems smart to have a professional to help prepare reports, assist with tax preparation, and have a professional overseeing the large amount of funds we have.
- i) No estimate yet on cost for this position. Sarah did go through this process with another board. At that time quotes were in the range of \$350-700/month. For the size of our organization/fund, this amount could be different. Right now, just looking for the board's approval to explore this option.
  - ii) Would consider someone donating their time/services for this role as long as they were willing and qualified for the position. Looking for someone to serve us more long term.
  - iii) There is an amount currently in the budget right now under the payroll expenses for this. About \$4500 has been allocated for this.
- ### b) Donor Management Software: There is money set aside for donor management software – under admin expense other. \$5000 set aside for this. Looking to further research options for this. Fundraiser is being looked at. The intention for this software will be building relationships with donors, accessibility to more people, and to streamline the process. This will for now house under the Executive Committee – making the decision, vetting, etc.
- ### c) Library board's contribution to Alison's pay is not line itemed as a separate contribution. Action Item for Sarah to make this amount a separate line item.
- ### d) Sarah noted that the budget we will be voting to approve is just a draft and this budget will be revised throughout the year considering the odd year this has been. Important to maintain flexibility this year.
- ### e) Aaron Oppenheimer made a motion to approve the draft budget, seconded by Terry McIlroy, approved unanimously.

## 8) Brainstorm breakout sessions:

- ### a) Library strategies assessment that was done back in 2019. A copy was sent out to the board during the meeting. This is a good foundational document and board members should review if they haven't

already. High points that came out of this assessment that we should look to focus on for 2021 and as we prepare for a possible future capital campaign:

- i) Board and committee engagement
  - ii) Donor stewardship
  - iii) Board recruitment.
- b) Want to focus on telling our story and having a clear, concise message
  - c) Saying thank you to all our donors and often to create engagement with our donors
  - d) Member recruitment – we will need a few more people on our board. We used to have a cap on board members, but we don't have a set number of slots. Library Strategies gave us actual numbers we should try to hit as we grow over time. We are looking at having diversity on this board. We want folks that match our constituency, and our constituency is diverse. We should have our board match that. Possibly look for student/youth participation on the board. This is something that the Friends board is looking at.
  - e) January meeting we will focus on this brainstorming session further.

#### **9) Membership and meeting dates (Herold):**

- a) Meeting Dates: Going forward with monthly meetings and on the fourth Thursday of the month. Because we are in such a rebuilding period with a lot of discussion, we want to continue that momentum and that is the purpose of meeting monthly. This will not be the long-term intention. Once we are up and running and the bulk of the work is housed in the committees, then we plan to go back to every other month.
- b) Membership: Pat Wende motioned to renew Carol Esser and George Frank's term on the board; Pat Harrington seconded; motion approved unanimously.

#### **10) Conflict of Interest forms for 2021:**

- a) Reminder to complete the conflict of interest form and return to Cindy (sunlibraryfoundation@yahoo.com)

#### **11) Information Sharing:**

- a) Edward Jones Investment Update (O'Brien): If the year ended right now, we are up 10.87%. Averaged just under 7% per year since 2012.
- b) Library Services Update (Hetzler): December 20 starts drive up service on Sunday afternoon's. We are open for technology services Monday through Saturday. There is high usage for this. Still doing curbside Monday through Saturday. Lots of virtual programming. Urban SUN book club has gone really well. Library board just completed a six-week anti-bias training.
- c) Pat Miller is interested in moving forward with the process of joining the board.
- d) For January meeting, Tracy will send out info ahead of time to come prepared to the meeting. Want to try to keep these monthly meetings to one hour.

#### **12) Adjournment:**

- a) Motion to adjourn by Terry McIlroy, Aaron Oppenheimer seconded. Meeting adjourned at 9:20am.

#### **2021 FOUNDATION BOARD MEETINGS**

Fourth Thursday monthly, January thru October at 8am 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 8am via Zoom: 12/9

Minutes submitted for review by Staci Willems on December 10, 2020.