

Sun Prairie Public Library Foundation
Board of Directors Strategic Planning Meeting Minutes

8:00 am, Thursday, December 13, 2018

Library Conference Room

1. Call to order: 8:01am. Aaron announces that effective immediately, Harry Ripp is stepping away from the Board. Panic ensues. Who will make the motions? Everyone looks at George.
2. Board Business: Membership and meeting dates: No objections to proposed 2019 meeting dates. Remember, kids-- silence is acquiescence.
 - a. Regular Board Meetings: fourth Thursday, every other month at 8:00 am, Jan-Sept
Board Meeting Dates: 1/24, 3/28, 5/23, 7/25, 9/26
 - b. Strategic Planning Meeting: second Thursday in December
Strategic Planning Meeting Date: 12/12
3. Sign Conflict of Interest forms for 2019: accomplished
4. 2019 Budget: Coming into 2019, total assets are approximately \$626,000. Due to poor investment returns in 2018, this year's amount available to the library will be smaller. Nicole W. reports that there will be a change in the Book'n It insurance cost and/or carrier and policy because the Foundation's asset level change means a change in insurance brackets. The Board agrees to make a final approval on the 2019 budget until the January meeting.
 - a. Change of Administrative contract to multi-year, auto-renewing until one party terminates.
Cindy tactfully admits her workload has not decreased to anywhere near 10 hours a week and so a \$50 per month per year increase is to be included in contract.
Motion: Heather, second: Nicole W. Approved unanimously.
5. Consultants: Library Strategies: Aaron brings forward the Library Strategies Consultant Strategies process for approval. This proposal has already been approved by and will be paid for by the Library Board. The Friends have also approved the process. Consultants will review Foundation documents and structure, policies, find ways to align Foundation/Board/Friends goals, and hopefully prepare us for taking on a role in a future capital campaign. Rex Owens indicates that there will be a time commitment required of Board members during the process, TBD. Aaron states that we will have to be open to significant changes, including expectations of members. Board Response: Nicole W. would like to learn more about results seen by previous libraries using these consultants. George is in. Jason is in—it's free to us! We are all on board, no pun intended.
6. Committees – 2018 goal was for each committee to compose a committee description; please send your committee descriptions to Cindy for filing with our event e-files. Nicole W.: "Oh, shoot." No one remembered to do this.
 - a. Gala April 27, 2019 - Chairs: Ti & Heather
 - i. Discussion summarized: Do we need to scale back our events? Ti and Heather cannot (and will not) run the Gala on their own. The legwork of sponsorship is a massive job that was being done primarily by Harry, and now Harry is gone. Aaron would like to maintain two annual events, but Heather and Ti are not going to move forward with 2019 Gala without firm commitments from Board members to helping with

sponsorships today. *Today*. Outcome: Not definitive. George is on board to help with sponsorships, and presumably a few other people committed as well because it appears we're moving forward with this year's Gala. Theme: Ready Player One.

- ii. Book 'n it Run August 3, 2019 - Chairs: Nicole W. and Mark. Book'n It also needs to recruit people to help with events and sponsorships. What will we do without Harry??! Is George willing to be the new Harry? No pressure, but yes, we need him to do that. Reminder to be prepared to promote Book'n It everywhere. Consider purchasing garments that allow you to carry merch at all times. The 2019 race already has Black Friday registrations and a few sponsors locked in.
 - b. Fall Appeal: Kassi wants more effort put into this, and an overall redesign of the Fall Appeal. She'd also like a clear profile showing the public what we are able to do for the library with the funds raised.
 - c. Planned Giving: Kathy: She's not here today. Skip!
 - d. Finance: Jason: We already talked about his stuff. He's looking forward to the consultant process.
 - e. Marketing: Kassi wants to more involved in committees and coordinate the marketing voice of the Foundation. Ti questions whether the marketing/promotion/communications role could be taken on by the executive committee, in addition to event marketing by individual committees. Kassi is on the executive committee so this issue may solve itself.
 - f. Recruitment: All board members whose term expires at the end of 2019. We're all looking forward to the consultant for help recruiting. We need more workhorses, attorneys, CPAs, wealthy financiers...
- 7. Additional fundraising ideas? No, we're going to put that off.
 - 8. Information sharing: Svetha: Hoopla has great numbers, and she thanks the Board for supporting it. May 20th, 2019 is the 20th anniversary of the library. Let's (plan to) party! Rex: He re-nominated himself as Friends liaison. No arguments. Aaron: Thanks everyone for enduring the annual airing of grievances. Let's celebrate giving \$21,000 to the library this year! *Golf clap from weary Board members*
 - 9. Adjournment: George motions, Heather seconds. Board member-shaped hole in door observed; Secretary forgot to document time in the exodus. Strategic Planning done for another year!

Minutes prepared by Nicole Beattie, Secretary

Administrative Assistant Additions:

Present: Nicole Beattie, Carol Esser, George Frank, Ti Gauger, Heather Jones, Jason Kobs, Dan O'Brien, Aaron Oppenheimer, Mark Schellpfeffer, Kassandra Schroeder, Nicole Waerzeggers, Rex Owens, Svetha Hetzler, Sarah Michaelis, Cindy Stankey

Absent: Kathy Curran

Next meeting: January 24, 2019