

SUN PRAIRIE PUBLIC LIBRARY FOUNDATION

5:00 P.M., Tuesday, January 31, 2006

Library Conference Room

Present: Mike Allen, Tom Diener, Jeanie Farmer, Alice Hensen, Monika Van Rossum, Pat Wende, Sharon Zindars, Carol Guenther

Absent: Terry Weisensel

The meeting was called to order by board president Hensen at 5:00 p.m. There were no additions or changes to the agenda.

Minutes of October 26, 2005

Approval of the October 26, 2005 minutes was tabled until the next meeting.

Yearend Financial Report

Item moved to later in the meeting

3. ELECTION OF OFFICERS

1. Diener inquired if Hensen was willing to stay on as President and Farmer as Treasurer. They agreed. Motion was made by Diener to have Hensen serve as President and Farmer as Treasurer. Seconded by Allen; motion carried.

“Book’n’It!” Planning

The run has been very profitable for the Foundation, raising about \$15,000. The shelter is reserved for this year’s run until 10:00 a.m. Registration will begin at 7:00 a.m. and the run will start at 8:00 a.m. Handling results at the end of the race needs to be improved. There will also be entrance registration options, such as with or without the t-shirt, and a special rate for families. All agreed we need more people to work on organizing and helping with the event. Wende volunteered to contact someone she thought might be willing to take on the task of organizer.

Corporation sponsors have been good, but the Foundation is competing with the Chamber’s Corn Fest and their sponsors for the same weekend. Other possible times of the year were discussed, but it was decided that Corn Fest weekend is preferred for now. Zindars and Hensen volunteered to meet to begin planning what should be done next.

Yearend Financial Report

Farmer passed out copies of the balance sheet and explained items. The goal is to have \$100,000 by the end of the year. Wende made a motion accept the balance sheet; seconded by Allen; motion carried. Farmer made a motion to send flowers to Sharon Meier; seconded by Diener; motion carried.

### Marketing Plan

Zindars reported that the library board suggested doing a joint marketing plan with the Friends and the Foundation. Mark Ibach, Public Relations Coordinator for the South Central Library System, is looking for a project and may be willing to work on this plan. Hensen asked Zindars to inquire about the Brookfield Public Library's Foundation. Farmer will contact a non-profit organization she's heard about that may give a grant for such a project.

### Other Business

Zindars stated that the mailing last fall seeking donations realized about \$6,000 at a cost of about \$1,000. The all mailing went to all on the current and smaller mailing list. Zindars mentioned that districts one and two have been done previous years during National Library Week in the spring. The mailing this spring could be going out to districts three and four. Wende offered to help with the mailing in April. The suggestion was made to add townships to the lists.

There was some discussion about other kinds of fund raising, such as parties and special events similar to the grand opening of the new library and the Friends Awards Night. Allen will look into whether or not the library would need an alcohol license for such an event.

Dates for future meetings were set for the fourth Thursday of the month at 5:30 p.m. for the months of April, July, October and December.

Diener made a motion to adjourn; seconded by Wende; motion carried.  
Meeting adjourned at 6:05 p.m.

Carol Guenther, Recorder