

## SUN PRAIRIE PUBLIC LIBRARY FOUNDATION BOARD OF DIRECTORS

**MEETING NOTES: March 18, 2014, Sun Prairie Public Library Conference Room**

- 1) Call to order:** Terry McIlroy called the meeting to order at 8:02 a.m.

**Roll call:**

**Present:** Barbara Bailey, Kathleen Curran, Jeff Gauger, Heather Jones, Kim Koss, Terry McIlroy, Errol Polenske, Rebecca Renk, Harry Ripp, Michael Skornia, Laura Stechschulte, Barb Trimble, Nicole Waerzeggers

**Absent:** Dan O'Brien

**Also present:** Brent Benjamin, Tracy Herold, Barb Loftus, Paul Mestelle, Aaron Oppenheimer, and Cindy Stankey

- 2) Approval of minutes:**

- Motion to approve minutes from the January 21, 2014 meeting:
- (1) Barb Trimble (2) Rebecca Renk Motion passed unanimously.

- 3) Nomination and election of directors:**

Barb Loftus (Executive Administrator retiring from Promega Corp.) and Aaron Oppenheimer (Sun Prairie's City Administrator) considered for Board membership.

- Motion to approve nomination of Barb Loftus and Aaron Oppenheimer:
- (1) Errol Polenske (2) Barb Trimble Motion passed unanimously; Laura Stechschulte abstained.

- 4) Treasurer's report:** Treasurer's report was distributed; the report compares our income and expenses with our overall budget. Items to note:

- a) \$6,050 Book'n It sponsorship received to date (\$9,300 promised so far); \$5975 at this time last year.
- b) Gala tickets \$840 (\$780 this time last year).
- c) \$340 in Gala donations from folks who can't attend, but want to support the event (\$65 at this time last year).
- d) Gala sponsorships not shown on the report, as we have not received checks yet.
- e) A few new expenses: insurance and tax prep fees. (See Agenda Item 7.)
- f) Subcontract services (QTI): Includes \$300 (4 week) carryover of invoices from 2013.
- g) Total endowment fund now at \$325K.
- h) QuickBooks Profit/Loss reports look a little different as some additional categories have been added so that the Edward Jones statements can be reconciled; it is necessary to include these if we want to report on the actual investment income and expenses.

Terry McIlroy made an appeal to the Board for someone to step up and take on the role of Treasurer. As President of the Board, she cannot serve as Treasurer; she can only sign the checks. (See resolution in Agenda Item 6.)

- Motion to approve Treasurer's report:
- (1) Harry Ripp (2) Barbara Bailey Motion passed unanimously.

- 5) Investment Policy:** Kathy Curran is in the process of reviewing the policy in regards to the additional funds (up to 20% of net annual contributions, not including bequests). Kathy is also looking at consistency in how the Board is referred to throughout the document. We will address this again at our May Board meeting.

- 6) Review of By-laws:** A committee was formed to review and recommend updates; residency requirement to be reviewed as well as addressing the role of treasurer or interim treasurer.

- a) Terry McIlroy does not want to just appoint someone as treasurer, but we really need someone to step up and take the role of interim treasurer. Expectations of treasurer include: writing the checks, having a handle on the financials, reviewing bills and making sure they are paid on time. Cindy has been balancing the checkbook and entering the financial into QuickBooks; she has also been preparing the financial reports. Terry McIlroy has been writing the checks. Barb Loftus explained that in her career, she has always dealt with budgets, expenses, reviewing invoices, paying bills, and forecasting & tracking expense; therefore, she offered to take the role of interim treasurer. Terry McIlroy appointed Barb Loftus as interim Treasurer; to be reviewed at the next board meeting in May. This includes being on the Finance Committee too and she will need to be added to the accounts too.

- b) Article 4 still needs to be addressed due to residency clause (4.2.3): "Board members shall reside in the area served by the Sun Prairie Public Library." We have several board members who live outside of Sun Prairie and we need to clarify "the area served" or reconsider if we should even include this in the By-laws.
- c) A committee was formed to review the By-laws and bring a proposal to address the residency issue at the May Board meeting. Committee members: Kathy Curran, Aaron Oppenheimer, and Laura Stechschulte.

**7) Budget update:** Budget updated to include expenses for insurance (\$2,003) and tax preparation (\$800).

- a) The insurance consists of Directors and Officers Insurance (\$1250/yr) as well as a comprehensive general liability policy which includes coverage for our two special events (Gala @ \$299/yr and Book'n It @ \$454/yr) and special events liquor liability coverage for the Gala. The insurance is from West Bend Mutual through Harms Insurance. Nicole Waerzeggers passed out information regarding the policy to the Board. Property damage deductible is \$250; D&O policy has \$1,000 deductible. Both are liability policies with a \$1M limit.
- b) Tax preparation has been added to the Budget so that we can get taxes filed by May 15th. Wegner CPAs will prepare our taxes and are well versed at non-profit taxes. They have requested documentation to be transferred via a secured link. Heather Jones will follow up regarding the secured link; Cindy will transfer the documents once the link is established.

**8) Committee Reports:**

- a) **Planned Giving** – Committee is in the process of establishing donation and recognition policies, therefore the final brochure will not be presented at the Gala; an interim brochure will be ready for Gala. We need to establish what the dollar amount is required to be part of the Legacy Society; how donors will be recognized also needs to be established. We are looking for assistance from someone familiar with developing Legacy Programs; if you know of a qualified individual, please pass their name along to Terry McIlroy. If we don't come up with someone who willing to help, we may end up having to hire a consultant.

**b) Gala**

- **Art update:** Committee has received commitment for 22 pieces of art, including Paul Chase, Benjamyn Deneen, and Mark Loftus. We are looking for another 10 pieces. Artwork ranges from scarves and jewelry to ceramics and quilts. Once we have about 10 items in, Ryan will set them up on the website and include a link to the artist's website. This is about half of many as last year, but we are making room for local business gift baskets. The committee's strategy is to shrink the inventory so as to increase the excitement of the pieces. Don't be afraid to ask businesses if they would like to donate something for the baskets. We may have as many baskets as art pieces. Gift basket values \$100 to \$150. We have the lobby display cases beginning April 10<sup>th</sup>, so we want the art here before then.
- **Volunteers:** 5 members of the library staff will be available to help with the event including closing. Goal is for all Board members to come and enjoy the night. Help from Board members may be needed to set up the day before the event.
- **Ticket sales:** \$840 in ticket sales; 33 attendees to date. Tickets are \$30 before April 1<sup>st</sup>; after April 1<sup>st</sup> the ticket cost goes up to \$40.
- **Sponsorship:** \$3,000 in room sponsorship
- **Business Cards:** be sure to pass out the Gala/Book'n It cards and take poster to put up.

**c) Book'n It –**

- **Sponsorship:**
  - (1) Committee requests a status report requested by end of week from all Board members. The update can be brief; just let us know if your sponsors have been contacted and if they said yes or no.
  - (2) Financially, we are ahead of last year, but we have lost a couple of sponsors, including a major sponsor. So we have our work ahead of us. We want to be sure to connect with all the sponsors who gave last year. The time to do that is now!
  - (3) Barb Loftus and Aaron Oppenheimer to be added to the sponsor spreadsheet which is posted on Dropbox. Rebecca Renk passed around a list of sponsors that need to be picked up; please initial the list if you can adopt some of these sponsors.
  - (4) Be sure to take a look at the unassigned sponsor tab on the Sponsor Spreadsheet (in Dropbox) as well as the very lengthy list that both Harry Ripp and Rebecca Renk have.
  - (5) Virtual Bag: we are not offering a virtual goody bag this year. Last year we did not get near the number of items to put in a goody bag that we had in previous years and some grumbling from runners was overheard. We were going to go with a virtual goody bag to help alleviate this issue. The cost to set it up is \$500 and we simply don't have the time or anyone to manage it this year. We need to take all mention of the virtual goody bag offline. We hope to focus on nice raffle items this year instead.

- **Marketing:**

- (1) Kim Koss distributed a marketing and media plan. A significant amount of advertising and promotion (of Book'n It, Gala, and the Annual Appeal) is now possible due to the in-kind gift from HNG.
- (2) Nicole Waerzeggers has taken the lead role in our social media marketing. She is managing our Facebook pages (Book'n It, Gala, and Foundation pages).
- (3) Michael Skornia has been targeting running website calendars to get wide exposure for Book'n It.
- (4) Four events are listed on the back of the Book'n It Marketing Update. These events where we have an opportunity to promote the Book'n It run. We need Board members to volunteer to attend these events to promote the run. Please send Cindy an email indicating what events you can help at, indicating the event, time, and days that you will volunteer to help with. If we don't get volunteers to cover these events, then we will have to pass at the promotion.
- (5) Harry Ripp emphasized the importance of direct marketing. Be sure to pass out Book'n It cards, posters, and registration forms. Direct contact helps a lot. We need to replace the brochure holders that were placed at stores last year, as we did not get many of them back. Terry McIlroy will look into disposable brochure holders. Harry Ripp delivers to most of the athletic shoe stores and he also makes contacts with these stores as sponsors.

- **Course certification:**

- (1) We will be certifying both the 5k and 10k course. These course changes are in response to the responses from the survey we conducted after last year's race. The course was put together on MapMyRun.
- (2) We plan to meet with Brian Teasdale of the Sun Prairie Police Department to have him look at the course so he can indicate which intersections need police presence on the day of the run.
- (3) April 27 was the only day that the certifier is available, so we will be certifying the course the day after the Gala. Cost for certification is \$375 - \$500; this is a onetime fee, as long as we stick with the same course.
- (4) This year we have an overhead map made by Andrew from the City; mile markers, water stations, parking lots, and additional parking will be indicated on the map.
- (5) Steve Donovan, race director of the Shamrock shuffle, recommended marketing our race more because their numbers were down considerably this year. They raised their rates and that may have contributed, but the weather probably had an effect too.

- Children's Run: Just getting starting; needs to find more about service groups & volunteers. Kathy Curran is looking for volunteers; Mike Skornia volunteered to help

d) **Marketing Committee:**

- With the addition of new Board members with marketing expertise the Marketing Committee has doubled from two to four (Kim Koss, Laura Stechschulte, Barb Trimble, and Nicole Waerzeggers). We now have a marketing lead person for each of our events.
- Kim distributed a marketing update with contacts for each event.
- Nicole Waerzeggers passed out a cheat sheet for our Facebook pages and stressed the importance of sharing and liking the pages to help get exposure on social media. Be sure to tag your photos on the Gala page; it increases the visibility of the pages. When you are out and about, if you see anything that would be post worthy, send them to Nicole Waerzeggers. For example, if you see the Book'n It Guy at an event, be sure to take a picture. If you take some pictures while setting up baskets or as artwork comes in, we can post them on the Gala page. We would like to have the Book'n It guy visit some of our sponsors and get pictures.

**9) Ratification of e-mail vote for administrative assistant contract:** Our administrative assistant, Cindy Stankey, is now an independent contractor, no longer employed by QTI. In February, we conducted an email vote to approve the contract. Today we'd like to take the vote again for the record.

- Motion to ratify the e-mail vote for administrative assistant contract:
- (1) Harry Ripp                      (2) Rebecca Renk                      Motion passed unanimously.

**10) Board preferences:** paper vs. electronic copies: So as to save a tree, we need to determine how many copies are required for our meetings. We send out an agenda before each meeting. Do we need to also provide printed copies at the meetings? Can everyone do electronic copies? How many copies of agendas do we need at the meeting? It was agreed that no paper copies need to be made for the meetings. Therefore each Board member needs to bring copies of any attachments that are sent out with the agenda; you can bring electronic or paper copies, based on your preferences. The only exception to this is the financial statements. To facilitate sending out financial reports ahead of time, future financial reports will consist of the two complete months preceding the meeting; for example, the financial report for the May meeting will include the months of March and April. We will send out the financials ahead, but we will also provide printed copies for each member at the meeting.

**11) Recording volunteer hours:** Please remember to send Cindy our volunteer hours at the end of each month.

**12) Library Board Update:** no update (Library Board representatives, Brent Benjamin and Tracy Herold, had to leave early.)

**13) Friends Update:** Paul Mestelle

- a) Membership Drive: April 1<sup>st</sup> through June 20<sup>th</sup>. The Friends currently have a membership of 110 – 120 people; they are hoping to increase their numbers through a membership drive. \$300 has been approved for a grand prize, which will be some form of tablet computer; if anyone has any suggestions of what we can buy for that money please let Paul Mestelle know. The Friends will have a table at the Gala, the Appreciation Luncheon, and at the Summer Reading kickoff, which draws 400-500 kids. All Foundation Board members are encouraged to join. The basic membership is \$5, family membership is \$9; there is sponsor membership at \$25 and \$50 level.
- b) The Friends give \$10-15K to meet the short term needs of the library. Electronic signage is planned this year, once the carpeting is installed. In the past they have provided a lot of new shelving for the library. The Friends pay for the children's kickoff party, which will include a juggler this year; they also pay for the summer pool party at the aquatic center which wraps up the summer reading program. Their biggest fund raiser is the bookstore. To be a Friend, one can just support financially or one can participate in events; both are greatly appreciated.
- c) Upcoming events include local author, Jerry Apps, who will be coming in next month to talk about his new book. A book sale is scheduled to take place in May. We are looking for books, magazines, DVD's, CD's, VHS tapes, so if you have any of these items to get rid of, please donate them.

**14) Information sharing – none.**

**15) Adjournment:**

- Motion to adjourn the meeting:
- (1) Harry Ripp                      (2) Errol Polenske                      Motion passed unanimously.

**UPCOMING MEETINGS:**

**Foundation Board Meeting:** Tues., May 20, 2014 at 8:00 a.m. in the SPPL Conference Room

*Submitted by: Cindy Stankey*