



City of Beaver Dam, Wisconsin
Library Board of Trustees Meeting Minutes
311 N Spring Street: Conference Room
Tuesday, July 16, 2024
4:00 PM

1) Call to Order – Roll Call

The meeting of the Library Board of Trustees Fundraising Committee was called to order at 4pm by Fundraising Committee Chair, Kevin Luebke.

Present: Kevin Luebke; Liberty Bell; Mike Devitt.

Excused: Frank Ferree; Rob Meyer; Eric Schumacher-Rasmussen.

2) Approval of Minutes

a) Approval of the June 18, 2024 Meeting Minutes

On motion by Devitt, seconded by Bell, the minutes of the June 18, 2024, meeting were approved with the correction of "40 Days" to "40 Years."

3) Fundraising Campaign

a) Events: Review and Planning

Luebke shared that the Fleet Farm event was corporate-wide. Those present discussed the supplies needed for the event. Cournoyer will prepare a bin of supplies and cash drawer with starting cash for Luebke to pick up on the day of the event.

Discussion of the \$40 for 40 Years social media day of giving event followed. Luebke will contact Ferree regarding potential donor match for technology area.

Bell mentioned that Piggly Wiggly has a round up fundraising option. She will apply for it and contact Food Pride to see if they offer a similar option.

Cournoyer was instructed to invite Devon Cournoyer to present at the next meeting to discuss organization of and marketing materials for a costume contest event with date and location to be determined. Bell stated that the raffle license was approved and a 50/50 raffle could be part of the costume contest event.

Cournoyer was asked to check in regarding the number of Next Chapter fundraising t-shirts ordered to date and report back at the next meeting.

b) Marketing Strategies and Materials

Cournoyer requested guidance regarding social media boosts. Given the \$200 budget approved, it would be possible to boost five posts with a budget of \$40 each. Cournoyer suggested the \$40 budget based on the reach that would provide. Consensus was to strategically boost photos and posts about the fundraiser or great photos related to library services and programs.

Cournoyer shared an offer from Tyjeski Chiropractic to use their monthly full-page Inspire magazine ad to highlight the Beaver Dam Area Community Foundation (BDACF) Library Fund using the QR code and the clinics dogs for a "Dog Days of Reading" ad. Discussion followed and consensus was to accept the offer of promotion of the Next Chapter renovation and the BDACF Library Fund.

Luebke offered to create an informational video using the Next Chapter PowerPoint presentation and provide the video for the Giving page on the website, the Library's YouTube channel, and Facebook. He will send to Cournoyer when complete.

4) Discussion & Possible Action

- a) CLOSED SESSION, if necessary, Motion to adjourn to closed session pursuant to Wisconsin Statute 19.85(1)(f), considering financial data or personal histories of specific persons. Specifically, to discuss data regarding library donors and/or potential donors.

Not necessary at this time.

- b) Reconvene in open session to take action on library donors.

Not applicable.

5) Any Other Business

- a) Items for future agendas

1. Suggestion to add Fundraising Policy and voting authorization to approve outside fundraising offers which meet the provisions of the policy for timely action to regular Library Board of Trustees agenda for 8.12.24.
2. Devon Cournoyer and Costume Contest
3. National Night Out

- b) Announcements

Cournoyer announced library staff would have a booth at National Night Out in Swan Park on Tuesday, 8/6 from 5-8pm. She invited committee members to attend stating the Library has a double booth.

- c) Determine Next Committee Meeting Date

Suggested dates are 7/30 or 7/31 at 4:30 or 5pm. Luebke will confirm final date and time with Cournoyer following the meeting.

6) Adjourn

On motion by Bell, seconded by Devitt, the committee adjourned at 5:01 p.m.