



City of Beaver Dam, Wisconsin Library Board of Trustees Meeting

311 N Spring Street: Conference Room
Wednesday, July 31, 2024 at 5:00 PM

[Join Zoom Meeting](#)

Meeting ID: 948 9571 7942

Join by Phone: 312-626-6799

AGENDA

- 1) Call to Order – Roll Call
- 2) Approval of Minutes
 - a) Approval of the July 3, 2024 Meeting Minutes
 - b) Approval of the July 16, 2024 Meeting Minutes
- 3) Fundraising Campaign
 - a) Events: Review and Planning
 - b) Marketing Strategies and Materials
- 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.
 - b) Reconvene in open session to take action on library donors.
- 5) Any Other Business
 - a) Items for Future Agendas
 - b) Announcements
 - c) Review Meeting Action Items
 - d) Determine Next Committee Meeting Date
- 6) Adjourn

This agenda was posted and made available to the news media, public and various City officials, and staff in compliance with the State of WI Open Meetings Law and Library Board Bylaws:

Posted: 7/23/24 by Sarah Cournoyer, Library Administrator, at 11:00 a.m.;
amended and posted 11:35 a.m.

A quorum of the Common Council or any City Committee may attend this

meeting.

"Requests from persons with disabilities who need assistance to participate in this meeting or hearing should be made to the City Clerk's office at 887-4600, Ext. 338, with as much advance notice as possible."



311 North Spring Street, Beaver Dam, WI 53916

BOARD OF TRUSTEES
FUNDRAISING COMMITTEE MEETING MINUTES
Wednesday, July 3, 2024, at 5:00 pm
Location: Library Board Room with Zoom Attendance Option
Draft Awaiting Approval

Call to Order

Meeting called to order at 5:01 pm by Committee Chair Kevin Luebke.

Members Present: Kevin Luebke; Liberty Bell; Mike Devitt

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

Also Present for all or part of the meeting: Sarah Cournoyer, Library Administrator

Approval of Minutes

On motion by Devitt, seconded by Bell, the Committee approved the minutes of June 18, 2024.

Fundraising Campaign – Events

The Back to the Future Extravaganza had seventy-eight attendees, thirty of whom completed the library scavenger hunt as individuals or families. Feedback on the event was positive and Luebke and Bell both expressed appreciation for the efforts of Cournoyer, Anita Streich, Sam Jones, and the library staff. Donations of \$2,026 in cash, check, and pledges were received during the event.

Cournoyer stated that flyers for the Fleet Farm hot dog stand fundraiser were available for members to post. The event is also being promoted online, in library, and on the digital sign. Cournoyer purchased the Great 98 mentions package for \$50. Cournoyer will prepare the bin and provide the Fleet Farm contact for the day of the event. Committee members will recruit additional volunteers if possible.

Other fundraising events discussed:

- \$40 for 40 years Day of Giving social media fundraising campaign in August or September; members will seek a matching donor for funds raised during the selected day
- Costume contest in September or October.

Recommendation for consideration at the regular Library Board meeting:

- Boost posts and events on social media until October

Fundraising Campaign – Marketing Materials

No discussion on topic currently.

Prospective Donors

On motion by Devitt, seconded by Bell, the committee members present voted unanimously to move into 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.

On motion by Luebke, seconded by Bell, the committee members voted unanimously to reconvene in open session to act on library donors.

On motion by Luebke, seconded by Devitt, the committee approved recommending acceptance of the donations and pledges as presented to the Library Board.

Items for future Agendas – none.

Next Fundraising Committee Meeting Date is Tuesday, July 16, 2024, at 4:00 pm.

Next Regular Library Board Meeting Date is Friday, July 12, 2024, at 7:45 am.

Adjournment

On motion by Devitt, seconded by Bell, the Committee adjourned at 5:43 pm.

Recorded by,
Sarah Cournoyer, Library Administrator



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.

EVENT PLANNING

\$40 FOR 40 YEARS SOCIAL MEDIA DAY OF GIVING EVENT

Tentatively August or September

Social giving day with matching donor if possible for an area/item of renovation

COSTUME CONTEST EVENT

September or October date TBD – pending Ooga availability or alternative location

Devon Cournoyer: presentation of proposed contest materials

Reporting starts	Reporting ends	Campaign name	Delivery	Budget	Ad set budget type	Attribution setting	Results	Result indicator	Reach	Impressions	Cost per results	Amount spent (USD)	Ends
2024-07-01	2024-07-30	Post: "What did the hot dog say to the ketchup and..."	completed	\$ 40.00	Lifetime	7-day click or 1-day view	113	actions:post_engagemen	1581	2770	0.3539823	\$ 40.00	2024-07-20
2024-07-01	2024-07-30	Post: "Online store closes July 31. Order your Next..."	active	\$ 40.00	Lifetime	7-day click or 1-day view	7	actions:onsite_conversio	1691	4625	5.57571429	\$ 39.03	2024-07-30



DONOR PLEDGE FORM

DONOR INFORMATION

Name: Patricia T. Pawl Phone Number: 920-887-0675
Address 604 S. Lincoln Ave. City Beaver Dam State WI Zip 53916
E-mail cppawl1242@sbcglobal.net (for campaign related information only)

PLEDGE INFORMATION

I intend to pledge a total of: \$ 5,000.00 in support of the Beaver Dam Community Library.

I will pay my entire pledge on or before (month/year): _____; or

I wish to spread my pledge over ☐ 1 ☒ 2 ☐ 3 years(s), beginning in 7 / 2024 (month/year)

	2024	2025	2026
Capital	\$ <u>2,500.00</u>	\$ <u>2,500.00</u>	\$

PAYMENT METHOD

\$2,500.00 enc. in form of check
\$2,500.00 to be paid July 2025

Payments, other than cash, and form should be mailed to:

Beaver Dam Community Library, ATTN: Giving, 311 N Spring St, Beaver Dam, WI 53916

I plan to make a contribution(s) in the form of:

☐ Cash may be dropped off at the Beaver Dam Community Library with pledge form.

☒ Check (payable to: *Beaver Dam Area Community Foundation*)

Please write Beaver Dam Library Fund on memo line.

☐ Credit Card (online via: Beaver Dam Area Community Foundation secure online portal) visit:
<https://fdlareaafoundation.com/donate>

☐ Stock Donation please contact: BDA/CF Fund Administrator at (920)-921-2215

ACKNOWLEDGEMENT

☒ Please print your name or the name of the person(s) honored as you would like it to appear in formal recognitions and/or publications:

Chris and Patricia Pawl

☐ I would like my gift to be anonymous and do not want my name listed for recognition.

Patricia T Pawl
Donor Signature

7/24/2024
Date

NAMED GIFT OPPORTUNITY THAT INTERESTS YOU: Information Service Desk

NOTE: Donations are tax deductible to the extent allowed by the law. Deductibility of your contribution should be referred to your tax advisor.