



311 North Spring Street, Beaver Dam, WI 53916

BOARD OF TRUSTEES
FUNDRAISING COMMITTEE MEETING MINUTES
Tuesday, August 13, 2024, at 4:00 pm
Location: Library Board Room with Zoom Attendance Option
Draft Awaiting Approval

Call to Order

Meeting called to order at 4:05 pm by Committee Chair Kevin Luebke. There was no quorum present.

Members Present: Kevin Luebke; Eric Schumacher-Rasmussen

Members Excused: Frank Ferree; Rob Meyer; Liberty Bell; Mike Devitt

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

Approval of Minutes

There was no quorum present to approve the minutes of July 3, July 16, and July 31, 2024.

Fundraising Campaign – Events

Luebke shared the following information with Schumacher-Rasmussen, who was excused at the last meeting on July 31:

- \$40 for 40 Years Social Media Day of Giving fundraising campaign with September date to be determined. Ferree is in conversation with Jeff Davidson of Inter-Quest about a possible match.
- Decades Costume Contest is scheduled for October 19, 2024 at Ooga with further details in development.

Fundraising Campaign – Marketing Materials

Cournoyer brought up the splash screen package from Good Karma Brands as an option for raising awareness for the fundraising events. She shared data from Good Karma on impressions, clicks, and conversions. Luebke asked her to include that information in the packet for the regular Library Board meeting on Friday, July 16, 2024.

Cournoyer shared that staff will have time to print and cut Next Chapter bookmarks to include in checkouts to continue raising awareness of the renovation and fundraising campaign.

Prospective Donors

There was no quorum for discussion of prospective donors. The donor information will be included for the regular Library Board meeting on Friday, July 16, 2024.

Items for future Agendas – none.

Announcements Cournoyer shared that Tom Heffron took brochures to the American Legion on request after a member read the Inspire Magazine article on the renovation. Luebke shared that he continues to provide brochures and information on the library renovation project; he will share with the Dodge County Historical Society this week.

Next Fundraising Committee Meeting Date is Tuesday, August 27, 2024, at 5:00 pm.

Next Regular Library Board Meeting Date is Friday, August 16, 2024, at 7:45 am.

Adjournment

The committee adjourned at 4:28 pm.

Recorded by,
Sarah Cournoyer, Library Administrator