



311 North Spring Street, Beaver Dam, WI 53916

BOARD OF TRUSTEES
FUNDRAISING COMMITTEE MEETING MINUTES
Wednesday, January 17, 2024, at 4:00pm
Location: Library Board Room with Zoom Attendance Option

Call to Order

Meeting called to order at 4:01 pm by Committee Chair Kevin Luebke.

Members Present: Kevin Luebke; Mike Devitt; Rob Meyer; Frank Ferree; Eric Schumacher-Rasmussen; Liberty Bell

Members Excused: none

Also Present for all or part of the meeting: Sarah Cournoyer, Library Administrator; Connie Fiegel, Library Board member; Nathan Thiel, City Administrator

Amend Agenda

On motion by Devitt, seconded by Meyer, the Committee approved amending the agenda to include the approval of minutes from the January 3, 2024 meeting.

Approval of Minutes

On motion by Meyer, seconded by Ferree, the Committee approved the minutes of January 3, 2024 with corrections to members present and excused.

Meeting Cadence

Members are available to meet on Wednesday, January 31, 2024 at 4pm.

Review of Prospective Donors

The Committee reviewed the list provided by Board members and noted any they were willing to reach out to for an initial conversation after the promotional materials are ready.

Cournoyer stated she received training on the use of the AtoZ Database to identify potential donors this morning. She ran a report and generated a list of thirty-seven potential donors. She will email that list to the Committee for review.

Naming Rights

The Committee discussed which areas might be available for naming rights and considerations for appropriate giving levels. Endowment funded spaces could be included for various levels of giving, stretch goal areas like the Children's Area would likely require a giving level in the amount of the estimated cost for that area.

Bell and Devitt will prepare a draft of initial areas and levels for naming rights consideration based on the plan and design concept.

After discussion, the consensus of the group was that the Wellesley Library's policy provided a good model for Cournoyer to draft a naming rights policy, which Bell volunteered to edit to provide a draft to the Committee for further review and suggestions before bringing the draft policy to the full Library Board.

The Committee also discussed presenting the renovation plan, including naming rights, to the Common Council at a date to be determined.

Items for future Agendas – Naming Rights Policy Draft Review, Campaign Slogan and Marketing Tie-Ins, Talking Points for Donor Conversations

Next Fundraising Committee Meeting Date is Wednesday, January 31, 2024 at 4pm.

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

Adjournment

On motion by Schumacher-Rasmussen, seconded by Bell, the Committee adjourned at 5:04pm.

Recorded by,
Sarah Cournoyer

Library Administrator