



311 North Spring Street, Beaver Dam, WI 53916

**BOARD OF TRUSTEES
FUNDRAISING COMMITTEE MEETING MINUTES
Wednesday, February 21, 2024, at 4:00pm
Location: Library Board Room with Zoom Attendance Option**

Call to Order

Meeting called to order at 4:03 pm by Committee Chair Kevin Luebke.

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

Members Excused: none

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

Approval of Minutes

On motion by Devitt, seconded by Meyer, the Committee approved the minutes of January 31, 2024.

Review of Prospective Donors

General discussion of the potential donors ensued. Cournoyer will update list with Vogl-Rauscher's contacts. Devitt recommended discussing potential donors in closed session under WI State Statute 19.85(1) (f) "Considering financial, medical, social or personal histories or disciplinary data of specific persons..." and including that language as a standing item on the agenda for that purpose.

A recommendation was made to invite business and individual donors to a presentation. This will be separate from the Chamber After Hours event that Cournoyer scheduled for Friday, June 21. Meyer volunteered to help with presentations.

Fundraising Campaign Marketing

Luebke gave an overview of the status of the marketing materials development: graphic designer has PRA files; Cournoyer and Luebke meet March 4 to review draft brochure content; present draft brochures to Fundraising Committee on March 13; present draft at regular meeting on March 15.

Brainstorming and discussion of campaign slogans resulted in a consensus of "The Next Chapter" as a slogan; extended slogan ideas included "Revive, Renew, Rewrite – Unveiling a New Chapter" and "Turn the Page – Unveiling a New Chapter." Book themed donor wall was suggested as an idea to consider.

Talking Points for Donor Conversations

Discussion and editing of general talking points occurred with emphasis on accessibility and community space.

Items for future Agendas – Party Planning, Presentations, Marketing Materials Review

Next Fundraising Committee Meeting Date is Wednesday, March 13, 2024 at 4pm.

Next Regular Library Board Meeting Date is Friday, March 15, 2024 at 7:45am.

Adjournment

On motion by Devitt, seconded by Bell, the Committee adjourned at 4:54pm.

Recorded by,
Sarah Cournoyer

Library Administrator