



311 North Spring Street, Beaver Dam, WI 53916

BOARD OF TRUSTEES
FUNDRAISING COMMITTEE MEETING MINUTES
Wednesday, March 13, 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

Members Excused: Eric Schumacher-Rasmussen

Also Present for all or part of the meeting: Sarah Cournoyer, Library Administrator; Nathan Thiel, City Administrator; Devon Cournoyer

Approval of Minutes

On motion by Meyer, seconded by Devitt, the Committee approved the minutes of February 21, 2024.

Fundraising Campaign Marketing

Luebke presented the two brochures, one for general project information and the other for donations. He noted that once materials are approved, Cournoyer can contact Tom Heffron, Beaver Dam Area Community Foundation, to request the Beaver Dam Community Library Fund be added to the drop-down menu list on the donations page. Cournoyer will also update the Giving page on the current website with renovation project information.

Review and discussion of the brochures followed with suggestions on edits and design adjustments to be shared with the volunteer graphic designer, Devon Cournoyer, to be incorporated in time to be included in the packet for the regular Library Board meeting.

On motion by Meyer, seconded by Devitt, the committee approved a recommendation to order one hundred each of the two brochures using funds designated for the project fundraising in the endowment fund checking account, which will be presented at the March 15 regular Library Board meeting.

Presentations to Common Council and Civic Pride Committee

Cournoyer provided the dates and times of the two presentations: April 1 at 7:30pm for Common Council and April 4 at 6:30pm for Civic Pride Sub-committee (Community Action Plan). Committee members indicated their availability for the Common Council presentation.

Talking Points for Donor Conversations

Discussion on naming rights and amounts included the consideration of perceived value, as well as costs for areas available for naming. Thiel brought up naming rights versus recognition, referencing the City policy covering the two. He also mentioned that recognition can build different tiers of giving. Cournoyer will send out the City of Beaver Dam's Parks and Amenities Naming Rights Policy again for committee members. Cournoyer will also provide 2023 Year in Review statistics for presentations and individual donor conversations.

There were no donors to discuss in closed session.

Items for future Agendas – Naming & Recognition Opportunities, Party Planning

Next Fundraising Committee Meeting Date is Wednesday, March 27, 2024 at 4pm.

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

Adjournment

On motion by Devitt, seconded by Meyer, the Committee adjourned at 5:06pm.

Recorded by,
Sarah Cournoyer

Library Administrator