



311 North Spring Street, Beaver Dam, WI 53916

BOARD OF TRUSTEES MEETING MINUTES

Friday, April 12, 2024, at 7:45 am

Location: Library Board Room with Zoom Attendance Option

Call to Order

Meeting called to order at 7:47am by Library Board Vice President Liberty Bell.

Members Present: Liberty Bell; Frank Ferree; Kevin Luebke; Mike Devitt; Connie Fiegel; Mary Vogl-Rauscher

Members Excused: Samantha Stam; Rob Meyer; Eric Schumacher-Rasmussen

Also Present for all or part of the meeting: Sarah Cournoyer, Library Administrator; Sam Jones, Youth Services Librarian; Mike Wissell, Mayor; Cal Hemling, Wells Fargo Advisor

Appearances & Communications

Hemling stated that the market is volatile, but the portfolio is still up 8% year to date. The value is \$1.8 million. He recommends replacing fund #7 Hartford with Federated mid-cap, which is a higher performing fund and asked for direction from the Board. Bell inquired about fees and Hemling stated there is a one-time commission charge. Mayor Wissell asked if the cash out value of the portfolio was \$1.8 million. Hemling said yes. Cournoyer stated that the amount would be less the approximately \$560,000 in restricted funds.

On motion by Fiegel, seconded by Vogl-Rauscher, the Board approved the fund replacement as recommended by Hemling.

Library Financials

Vogl-Rauscher presented the Financial Secretary's Report as included in the packet. There were no questions regarding the report.

Cournoyer informed the Board 150 shares of AmBanc stock were transferred from paper certificates to electronic book entry at the request of AmBanc in advance of a merger with Pluto Holding Investment Inc. More information will be provided after the regulatory process is complete.

Library Administrator's Report

Cournoyer presented the report as included in the packet. She highlighted upcoming launches of Monarch2Go app and Monarch Catalog improvements. There were no questions regarding the report.

Consent Agenda and Invoice Approval

On motion by Devitt, seconded by Luebke, the Board approved the consent agenda.

Library Fundraising Committee

Vogl-Rauscher recommended that the Trustees and library staff donate to the renovation fund. Bell agreed. Luebke also agreed and said he donated through the BDACF portal in early April.

Luebke presented the proposed naming rights amounts to the Board as recommended by committee.

On motion by Luebke, seconded by Ferree, the Board approved the naming rights amounts as presented.

Luebke gave an overview of donor and community events planning. The recommended date of the donor event is Wednesday, May 29 from 5-6pm and for the community event to launch the public fundraising is Saturday, June 29 from 11-1 or 2pm. Bell is the planning lead for the community event and would like help and the attendance of as many Board members as possible at the events.

Luebke stated the committee recommended the purchase of marketing posters sized 24x36 to use in promoting and communicating the renovation plans to stakeholders. Cournoyer shared the requirements of the BDHS graphic design class and cost for posters printed on heavy, coated, semi-gloss paper, as well as the costs for having the final design printed on coroplast by Westphal. She stated these would be useful for display indoors and out. The Board agreed on the essential elements to be included in the poster design:

- Floor plan concept layout as main feature
- Renderings shown from perspective of new entrance
- The Next Chapter branding mark and Be a Part of the Story tagline/slogan
- BDACF QR Code for donations
- Project brochure text shown on the two panels with the floor plan concept graphic
- Use same fonts to look like the brochures
- Orient viewer by highlighting/bolding new entrance/parking lot text and Spring Street text
- Learn more contact information as shown on brochure

On motion by Devitt, seconded by Vogl-Rauscher, the Board approved accepting the recommendations for events and marketing materials.

Items for future Agendas – May Annual Meeting with election of officers.

Announcements – Vogl-Rauscher said Dodge County SHRM met and there is a hiring fair for Conagra employees on May 7. The Beaver Dam Area Orchestra concert is on April 27 with proceeds donated to the Swan Park fundraiser. Luebke said he is presenting a session on leadership on May 2 at the Wisconsin Association of Public Libraries Conference.

Next Regular Meeting Date is Friday, May 17, 2024, at 7:45 am.

Adjournment

On motion by Vogl-Rauscher, seconded by Fiegel, the Board adjourned at 8:42 am.

Recorded by,
Sarah Cournoyer
Library Administrator