

ELLSWORTH BUILDING COMMITTEE MEETING MINUTES

Date: Monday, February 11, 2013

Call to order: Paul Bauer called to order the meeting of the Ellsworth Public Library Building/Space Committee at 6:30 PM on Monday, February 11, 2013.

Present: Paul Bauer, Julie Belz, Sharon Schulze, Judy Perkins, Bobbie Sawyers, Curt Wandmacher, John Thompson, Meghan Quinn-Kummer, Linda Johnson, Mike Foley, Shelley Anderson, Milt Helmer, Steve Broton, Joanne Hines.

Absent: Charlie Kummer, Roger Nelson, Jeanne McCoy
Determination of Quorum: Determined we had a quorum.

Compliance with Open Meeting Law: Notices published in the Herald and posted.

Approve agenda: Motion to approve agenda by Bobbie Sawyers, seconded by Meghan Quinn-Kummer. Motion carried.

Approve minutes: Approved minutes from January 14 by Mike Foley, seconded by Judy Perkins. Motion carried.

Current Business

1. Guest speaker, Heidi L. Fisher, Executive Director of CVTC Foundation and Alumni Association of CVTC on Capital fundraising.

New Business

1. No new business on the agenda due to focus on the Capitol Campaign information.

Next meeting date: March 11, 2013 at 6:30 PM.

Adjournment: Motion to adjourn by Linda Johnson, seconded by Curt Wandmacher.

Minutes submitted by: Linda Johnson.

Summary of information from Heidi Fisher

Background: She is a full time fundraiser and is presently working to raise 2.8 million dollars for CVTC.

Heidi covered the following important points in her presentation:

- With larger donations naming rights can be granted in honor of the donor.
- CVTC put on galas but found they cost more money than they generated so they created sponsorships to help fund the galas.
- We need to do a case study of why we need a new facility and include personal statements on how the library impacted their lives.
- Question to be addressed from our printed statements: why did our circulation peak in 2006? This could be a negative for any prospective donor.
- Ask kids what the library means to them and include their answers in a youtube video.
- Use the term “Capital Campaign”.
- Why do we need more space? Because we have programs planned that we cannot implement.
- If we get these needs met how will that impact our community?
- Educate those of us on the committee on needs and what we are asking for so we can answer questions from the community.
- Create a list of donors and potential donors to use now and keep for the future.
- Determine an end date and create a calendar going backwards with month to month goals.
- Be passionate about our project, there is a lot of competition out there for dollars and we will need to make our case for support for this.
- Identify who would be most impacted by this new facility and invite them as a group to hear about our needs.
- Have open houses to show the public our facility and needs.
- Create folders with information on our “Capital Campaign”, can purchase some inexpensive ones and put our identifying stickers on the lower right corner to give out to prospective donors.
- A lead gift is important and should be one of 15% of the total amount needed. A gift of 50% can receive a naming right. Businesses see it as an advertisement.
- Once 50% of the funds are raised you go from the quiet phase to the public phase. Don’t go public without donor’s permission. No newspaper coverage until you reach the public phase.
- Have forms regarding rules involved with naming rights and conflict of interest, use these to avoid problems in the future.
- Budget money to recognize donors with plaques or gatherings to honor them and their contributions. People will be supportive later on if they feel recognized for their contributions.
- Re: feasibility study. They are valuable but expensive. Volunteers could be used to make calls and ask people’s opinions.
- Donors must be given a written thank you for contributions for them to use it as a tax deduction.
- Wills – money left to the library in wills can be a valuable asset in the future.
- Pledge can be a good fundraising tool.
- Don’t prepay postage, it is a waste of money and does not generate more donations.

- Matching gifts are the best tool for fundraising.
- Get a person to lead the campaign as a chairman.
- This person must be well-known, fabulous reputation, civically engaged but not someone who is involved in everything. Must have contributed financially to this. They should be a good public speaker.
- Do not put too big of a load on the chair.
- The library staff should do the paperwork not the committee members. The committee chair should only have to attend a meeting every 2 months.