

Campaign Planning Committee
Wednesday, April 6, 2022
Meeting via ZOOM

Call to order: 2:02 PM

Attending: Eric Bailey, Director, Trustees Kathy Meierhoff, Jon Heintzelman. Staff, Melissa Williams, Jillian Chapman

Minutes of March 30th meeting: motion to approve Heintzelman, second Meierhoff, all ayes

Discussion of Campaign Plans for 2022:

Regarding the possible acquisition of the former P&C Bank Building across the street from the Library - Bailey will follow up with K. O'Hara regarding followup with Drew Irwin, Village Administrator

Regarding the follow up response of the Friends of the Library regarding the LBLF proposal to merge the two organizations: some issues from the response not favorable are: membership on committee, how/if the Foundation will be separate and how to focus donations as Friends traditional, annual fund, campaign committee, staff should be included in committee, explain how day to day tasks such as social media, mailings, one - two events, sponsorships, would be managed without strain on current Friends organization. Discussed need to stress fundraising will not be fully successful without collaboration. Opportunity to expand, donations, volunteers, community awareness and interest. Currently confusion. Stay positive. Stress together is better for Library. Make Library the focus - positive and persuasive. Jillian read the Friends mission - collaboration allows the mission to grow. Melissa will work on a response to the Friends to be ready upcoming week. Kathy will advise Eileen Laack to expect a response and plan for inperson/zoom meeting prior to April 23 Friends meeting. Kathy and Jillian both plan to attend that meeting regardless of Friends' response.

Any other business for discussion: none

Motion to adjourn: Heintzelman moves at 2:53. Meierhoff second. All ayes.