

Lake Bluff Public Library
Campaign Committee Planning Meeting Minutes
AKA Steering Committee
Wednesday, January 19, 2022 at 2PM

Call to order: Attending via Zoom: Trustees: Kathy Meierhoff, Janie Jerch, Jon Heinzelman, Director, Eric Bailey, Staff, Jillian Chapman, Melissa Williams, Development Coordinator

Minutes of January 5th meeting will be reviewed and approved at next meeting

Discussion: Fundraising Campaign Plans 2022: MW led the discussion

A. The time is now to pivot to an Annual Fund (AF).

We don't have a robust, giving base of donors, lack of enthusiasm and support

B. Database - make it a tool for AF

C. Friends - run AF through Friends name/ base of donors/ current activities

All on Committee agreed to these discussion points.

A. No real discussion here - all agree current Campaign direction unsuccessful

B. Database - make it a key tool for AF. Merge Friends current names, eliminate confusion of Friends or Foundation donors. Use it for communication, correspondence, must be kept up to date. MW could administrate. Product needs to be cleaned up to avoid redundancy, consolidate records, reduce entries, reduce cost. Patrons will be encouraged to complete current data. JH asked if cleanup of database will be too cumbersome for Friends?

C. Friends: Will Friends see an advantage of a merger? A lot of questions, concerns among Committee:

Will Friends see advantage of merger?

Who will control funds and dispersants of funds? We don't want to disrupt their business?

Is targeted giving a desirable option? Programs, Youth Services, Furnishings...

Discussion focused on concerns of Foundation and Friends and advantages to both:

JJ stressed using the background of Friends success in the community. This would leverage the Friends' brand. Friends could gain by promotion through Library website and social media acknowledgment.

Possible Friends concerns: MW's role, salary, cost of database, Will their Board be open? What do the Friends want/ what does the Foundation want? Increased base and communications. Will their be fair representation? Big change for Friends. Rejected Foundation plan several years ago because "complicated".

EB concerns: ability to control tempo of AF, ability of Friends to move and phase goals, Foundation has nice list of donors. Will there be fair representation? Friends not ambitious, small membership. Some local Friends/Libraries merges haven't done well.

JH concerns: can't control the element of the Friends that may change over time, inability to have blind donors, legal aspects of two 501C3's merging or one replacing the other. Would Friends go along? KM noted recent decision of Friends to sponsor fireplace not unanimous. A change from past decision making.

KM suggested "merger". Blending with graduated goals over a designated period of time - 3-5 yrs. That would allow for control to be worked out and may change over years. Friends group would morph into AF Steering Committee. Library marketing useful.

MW responses: Campaign needs to pivot to AF. Needs established base which is in place with Friends. Data base not daunting, she would handle. Merger/combo/whatever would eliminate confusion of Friends/Foundation and clarify donation intentions. Collaboration and transparency a must.

D. Next step: Draft a proposal to Friends - JH called it a Case Statement which states why support of an AF is important and matters. What would be the impact of an AF on the Library? MW will prepare draft before next meeting.

Website; MW wants to update - will proceed

Meet with Friends Executive Board: Eileen Lack, Pres, Lindsay Bornholdt, VP, Claire Abrahamson, Secy., Eva Javier, Tres., MW, KM. Next Friends meeting is in April so we will plan to meet with Exec Board well in advance.

Needs NOW: rendering of Stroh Reading room and update and plans to move ahead with estimates and construction schedule regardless of availability of furnishings.

Next meeting: Wednesday, January 26, 2:00 PM.

Move to adjourn: JH @3:35, KM second, all ayes.