

Lake Bluff Public Library
Campaign Committee Planning Meeting Minutes
AKA Steering Committee
Wednesday, January 26, 2022 at 2 PM

Call to order: The meeting was called to order at 2:00. Attending via ZOOM: Eric Bailey, Library Director, Trustees: Jon Heintzelman, Kathy Meierhoff, Absent: Janie Jerch. Staff: Melissa Williams, Development Coordinator, Jillian Chapman, Community Affairs

Minutes of January 5, 2022 minutes: No additions or corrections, JH voted to approve, KM seconded, all ayes

Minutes of January 26, 2022 meeting. Approved as amended to show Friends will not be meeting until April and MW and KM will plan to met Exec Board of Friends well ahead of that. JH moved, KM seconded. All ayes.

Discussion of Case Study Statement: MW presented plan to present to Friends for blending of Foundation with Friends. JH voiced concern on control of fund distribution. MW stressed balance with Friends sharing brand and Steering Committee (SC) doing "work" database and marketing, event planning. MW proposed funds into three categories: Friends, Youth Services: Library Beautification. Discussion considered two categories: Friends and Capitol Campaign. Simpler. Designed to give Friends room for growth. Or single fund but MW concerned Friends not skilled (or interested) in donor grooming. Format of partnership discussed. Presentation needs to be persuasive. Should show value of partnership - evolve to partnership - Steering Committee for at least some funds and planning.

Short term needs: records - do Friends use database? Should be merged. Will Friends agree to sharing names of 2021 donors and acknowledge donations likely groomed by MW? Reimburse? Use toward expenses? Salesforce was mentioned as database possibly used by Friends. KM recalls Eileen L mentioned 170 donors as a large number. May not use database for so few.

Recap: frame the proposal, raise points that are manageable, establish cross purpose

EB: the more consequential the decision, the longer they will take to decide.

Will there ultimately be two accounts fo funds?

Next step: Draft 2 with ideas and amendments discussed and considering salary and marketing expenses? KM and EB will discuss Library budget on 1/27/22 and share details with MW before next meeting 2/2/22 @2pm.

Adjourned by motion JH, seconded KM 3:32 All ayes.

Respectfully submitted.

Kathy Meierhoff