

**Lake Bluff Public Library**  
**Campaign Committee Planning Meeting Minutes**  
**Wednesday, January 5, 2022, at 2 PM**  
123 E. Scranton Ave, Lake Bluff, IL, 60044

Notice: This meeting of the Lake Bluff Library Campaign Committee Planning was held without the participants physically present. All participants attended remotely via electronic means. This method is authorized by Executive Order of the Governor (COVID-19 Executive Order No. 5, March 16, 2020).

1. **Call to Order:** Library Director Eric Bailey called the meeting to order at 2:04 pm. Present were Director Eric Bailey, Trustees Kathy Meierhoff, Jon Heintzelman, Janie Jerch, and Melissa Williams from the Lake Bluff Library Foundation.
2. **Discussion of Campaign Plans:** Heintzelman recapped the current campaign, and added some thoughts:
  - a. A campaign *can be* a robust annual fund.
  - b. Does this current capital campaign for \$1.2 million have legs?
  - c. We should take a longer-range view, possibly with \$4 million in mind.
  - d. The capacity to raise a large fund definitely exists, but what's missing is local leadership.
  - e. We need to get an annual giving fund started, followed by local volunteer involvement and leadership.

The Friends of the Library seem to like deciding where and for what they give their funds. Records indicate that the Friends have had several \$1000 donors recently, from family foundations, etc. Having two entities soliciting donations (Friends of the Library and Lake Bluff Library Foundation) is confusing to our community supporters. We need to re-brand our campaign/annual fund. But the Friends is already a 501(c)3 and already have a "brand", an active volunteer board, and community recognition.

When the Friends were approached several years ago about being integral to our proposed capital campaign, they felt that the IRS demands, once the dollar amount surpassed a certain threshold, were too daunting for them to take on. However, now with Little Green Light, that problem is mitigated, and we also have Melissa Williams as a paid employee to help with these details. We also discussed ways to let the Friends keep their autonomy in choosing where to spend their funds. Perhaps now is a good time to approach the Friends again.

Meierhoff suggested that we investigate having a referendum. With a new Village President and Village Board, it's worth discussing.

We could consider a "matching funds" type of campaign.

We could also investigate the availability of the PNC Bank property. In the several years since its acquisition was last considered, its status as a property to be developed for multi-family housing has changed and no buyers have come forward. Might the owners now be amenable to donating the property to the Museum/Library/Village? Bailey noted that the lease between the Library and the Museum simply guarantees them a minimum amount of space, but *not necessarily the space they currently occupy*.

3. **Moving Forward:** We agreed to craft a pitch to the Friends of the Library, and to get this committee together again in two weeks. We also agreed to include Library Employee Jillian Chapman for her creativity in naming categories of donations.
4. **Adjournment:** Jerch moved and Heintzelman seconded a motion to adjourn; all voted aye. Meeting adjourned at 3:08 pm.

Respectfully submitted,

Janie Jerch