

## 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.

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### 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.