

## WNPL DEVELOPMENT COUNCIL

### April 10, 2018 Meeting

**Present:** Ryan Livergood, Jo Beckwith, Sandy Beda, Sue Niemi, Laura Stone, Kristy Trouy, Diana Vickery

#### **45<sup>th</sup> Anniversary fundraisers**

**Sapphire Club:** We have 100 metal sapphire cards for the promotion. The patron price is \$45 each and the funds will be used for the Flex project. Checks might be made out to the Friends of WNPL to take advantage of their 501(c)3 status. Cards will be available online but must be picked up at the main library or on the bookmobile. The campaign will launch on Saturday, May 19, 2018. The committee suggested a pre-launch effort to get support from key community individuals like the mayor, police chief, fire chief, county board members, etc. Other suggestions include the president of the WTHS student council, members of the Robotics team, etc. Some members of the committee offered to pay for the student cards. These people might influence others to participate in the campaign. Kristy suggested a selfie station at the library where patrons could photograph themselves with their sapphire library card. When the form is available, Diana Vickery will contact people regarding the pre-publication of the campaign.

**Brick Paver Project:** A suggested theme for the campaign is *Celebration Square*. Funds will be used for library grounds beautification. Three companies were contacted for samples and quotes. The committee chose Gift Bricks in Sturtevant, WI. The bricks are clay and the color is Regimental Red Full Range. These bricks are guaranteed for life if installed per specifications. The cost of a 4" x 8" epoxy-filled laser engraved brick is \$19.50 and the 8" x 8" brick is \$39.10. We will sell an engraved 4" x 8" brick for \$45 and an engraved 8" x 8" brick for \$100. Blank 4" x 8" bricks are \$1.70 if purchased from Gift Bricks. We will receive a sample brick that could read "Warren-Newport Public Library established 1973" or something similar. We would pick the bricks up to save on delivery.

We are not ready to launch this project as there are many unknown factors at this time. A landscaper has not been chosen. We would like to get additional quotes. The one quote we received is \$1,800 for site preparation. An accurate count of bricks is needed and a quote for installing bricks, both blanks and engraved (on as needed basis). We also need a brochure and an order form. Brick purchases would be available online.

**Bingo in the Books:** The event netted \$4,180. Bingo in the Books V will take place on Friday, April 26, 2019. We will attempt to get some more upscale raffle items like Marriott Theatre tickets, sporting event tickets, etc. We will also have a "spring raffle", using some donated items that might raise more profit if offered to the public. Examples are the Brookfield Zoo tickets, Tempel Lipizzans tickets, etc. Families cannot attend Bingo and they might buy tickets for items like those examples. This extra raffle would be limited to 2 or 3 items and the drawing would not take place at Bingo in the Books.

**New Fundraiser for Summer 2019:** The idea of a trivia night has been discussed. Eddie Kristan participates on a trivia team and is very knowledgeable about running an event. It would probably

draw a younger audience. We would offer some perks to people who buy a table of 8 seats, such as a pizza or free food/drink tickets. We could have a raffle with items like restaurant gift cards, craft beer, bottles of wine, movie tickets, etc. More information will come as the event is developed.

**Fundraising challenge:** Kristy brought up the challenge we face as many people feel they support the library with their taxes and don't see the worth of a fundraising activity. For example, a private school's patrons like the exclusivity of their organization so they go all out to raise money. A public library is the exact opposite. We are a democracy, an inclusive organization – the People's University.

**Additional fundraising efforts:** Local restaurants and businesses who offer "give back nights" were discussed.

**Next Steps for Growing the WDC:** Develop the strategic goals/plan for WNPL fundraising. We need a concise, focused message. If any committee member knows someone who might be a good addition please ask them to join us. Contacting a grant writer as a consultant was discussed. Perhaps Donors Forum in Chicago could assist us with some information. RAILS may have some courses on grant writing. The required records retention for grants was also mentioned.

**The Flex:** The committee asked about the start of the Flex reconfiguration and whether we have the funds for the project. Ryan reported we have ear-marked money from several fundraisers and possibly the use of some of the Helen Morrow donation available to complete the project.

**Next Meeting:** 5/08/18 at 10 a.m. in the McCullough Board Room.

Laura Stone  
4/12/18