

## Carter Memorial Library Board

Monday, July 15, 2019

4:30 PM

1. **Call to Order:** President Marge Franzke called the meeting to order at 4:34 p.m. in the Carter Memorial Library Alder Room.

2. **Roll:** Director Julie Stobbe, Marge Franzke, Lisa Sharkey, Barbara Hodgen, Stacey Wright, Tom Ellis, Jim Braasch, Nicole Bahn and Ann Reise. No guests present.

### 3. **Business**

A. **Minutes:** Sharkey made a motion to approve the June 17, 2019, minutes.. Ellis seconded the motion. Motion passed unanimously.

B. **Revenues:** A question was voiced regarding the revenue page. The current reporting format leaves many members of the board confused. A special sheet from Director Stobbe was requested for a detailed explanation of what has been going on in the Carter Fund. Director Stobbe will have that addition ready for the August meeting.

Director Stobbe and Bahn have carried on a dialogue with Fortifi in regards to renewing one of the two C.D.'s. Fortifi was not able to meet what Verve currently has to offer. Director Stobbe and Franzke have an appointment for this Thursday, the 18th, to set up a savings account and procure one \$50,000.00 CD for 27 months at 2.89%.

Motion by Sharkey to approve the revenues. Wright seconded. Motion approved.

C. **Expenditures:** May expenses were reviewed. Motion to approve expenditures was made by Bahn and seconded by Wright. Motion approved.

D. **Third Reading of the By Laws Article IV.** To comply with the board by-laws, Article IV Meetings, President Franzke read what constitutes the third and final consecutive reading of eliminating the July and December scheduled meetings. The third reading by President Franzke, "The regular meetings shall be held each month with the exception of July and December, the date and hour to be set by the board at its annual meeting."

Hodgen made a motion to approve the changes in the bylaws. Sharkey seconded the motion.

Before voting on the motion there was a brief dialogue on how many times a year the library board should meet. Ideas brought up were to meet four times a year and also to consider meeting six times a year with special meetings called as needed. It was noted that DPI suggests that library boards meet monthly. The original motion was brought up for a vote. Six ayes and two nays were voiced. The motion carried.

### 4. **Informational Items:**

A. **Statistics.** Statistics were noted with no discussion or questions.

**B. June donations.** . Board members expressed thanks for the written report that Director Stobbe includes on the donation page.

**C. Public Relations Coordinator.**

President Franzke requested all board members to reply via electronic document to four questions presented by Becky Sell to help Becky answer citizen's questions in regards to the library's future. President Franzke expressed delight in the feedback that many members provided and has a compilation of the remarks. These will be sent out to all board members. Franzke will submit suggestions to Becky tomorrow, July 16. The script is included below.

**Script and ideas for PR coordinator**

**How much money do you need to raise?**

The real estate portion of library expansion will be a seven figure project however modernizing the offerings is an ongoing process. A more precise estimate will be available when the library board decides which of the possible options will be pursued. We would need to raise 50% of the project cost (not sure on the exact percentage) before we would be able to begin construction.

**How much money do you have already?**

Based on a survey completed earlier this year, Omro and surrounding area residents repeatedly mentioned the need for more space. Libraries continue to evolve and now often serve as a gathering place for the community in addition to simply checking out materials. A fund specifically for expansion has been established with the Oshkosh Area Community Foundation in order to help us reach our goal. The amount earmarked for the expansion has surpassed six figures and hopefully we can count on your support to continue advancing for this important cause.

Your tax deductible donation (either a one-time gift or reoccurring) will help us reach our goal sooner. You can chose to have your generosity remain anonymous or it can be recognized (need to develop – such as inclusion in email newsletter, plaque if certain dollar amount etc.)

**Will you build, expand, or go with City Hall?**

We are exploring a number of possibilities which include building new, expanding the current site or partnering with City Hall on a building similar to the one in Winneconne. An updated feasibility study will be completed during the fall of 2019. The ultimate decision will be based on criteria such as project cost, city council support and the project timeline.

**When do you hope these plans will come to fruition?**

In order to continue making a difference in the lives of children, students, adults and seniors in the greater Omro area, we hope begin as soon as roughly half the identified project costs are raised. The anticipation would be for groundbreaking to occur by 2025 however an economic event such as a recession could set the project timeline back.

**Script and ideas for PR coordinator**

**How much money do you need to raise?**

The amount of money cannot be determined until the City and Library finalize a plan.

**How much money do you have already?**

Provide the Foundation account total. \$228,336 (7 /10 /2019)

**Will you build, expand, or go with City Hall?**

The library will be working with the city to fund a study to determine the feasibility of building and sharing a new facility with City Hall. If the study looks promising for a new shared space, the board will likely vote to build a new combined facility with City Hall. If the study's findings do not support the City Hall building development, the library board will once again re-assess the options for building or expansion at the current site.

### **When do you hope these plans will come to fruition?**

The City will be looking into funding a consultant the next fiscal year. The library board will need to evaluate the information the consultant provides upon completion of their study.

### **Fundraising**

Hopefully Becky understands her role is not to begin a capital development campaign. Libraries generally fundraise throughout the year and the intention was for her to augment the Friend's groups efforts. Winneconne, Princeton and other area library Facebook pages have lots of examples for fundraising. The ideas are endless, so whatever fits her interest will work best. The job description we developed for this position put her in the role as the social media coordinator.

### **Ideas**

- Silent partner membership to Friends group
- Partner with the Rushford Meadory for a wine/cheese and book discussion night (pick three popular books)
- Succulent plant potting demo- in a Park shelter (very trendy-maybe more of an adult evening program, but you would be reaching a different group in promoting the library)
- Partner with Wedgewood and possibly the OHS drama club for a Murder Mystery dinner
- T-shirt or sweatshirt sales (cool literary quote) 'Perhaps no place in any community is so totally democratic as the town library. The only entrance requirement is interest.' - Lady Bird Johnson (put Carter Memorial Library on the back (or not)
- Sponsor a yoga or mediation night in the park
- Guided painting night- possibly in a park shelter?
- Community Walk or Run
- Cookie walk

### **Script and ideas for PR coordinator**

#### **How much money do you need to raise?**

A lot! Unfortunately at this time we can't give a specific dollar amount. The library board has considered spending the needed money to hire a consultant to give us a figure to work with. Would you support that idea? We feel it would be money well spent.

#### **How much money do you have already?**

The library currently has \$225,555.80 earmarked as the Omro Carter Memorial Library Facility Improvement fund. This dollar amount is current as of May 31 of this year.

#### **Will you build, expand, or go with City Hall?**

That question is another hard one to answer at this time. The board is leaning to build rather than expand. However, we would want to move forward with a cost analysis which would mean spending money. Would you support this expenditure? Would you care to donate money's specifically towards this step in building? Would you like to see this question posed in a survey that would be easy to fill out and return?

**When do you hope these plans will come to fruition?** The library expansion has been on the board's radar now for many years. It appears that the strong economy at present, is indicating that now is the time to build. However, the library board also understands the many steps needed along the way to see a new library or combination of library/city hall come to fruition. We continue to move forward. We have had to take a few steps back with the involvement of City Hall at this point, but we have made progress towards our goal of an improved facility. We have made progress in eliminating some potential sites and feel that our diligence has been productive. We have

also hired Becky Sell who has also been instrumental in taking steps forward. Our funds continue to grow through donations and rental income.

General thoughts/ideas

A library plan should include programs and generate excitement with K-12 students as well as teach and train staff and students about technology and library resources.

As our plans have shifted a bit because of the city hall consolidation possibility, is the PR position a fundraiser coordinator or is it a library promoter? How can the Omro Library stand out? Could the PR coordinator be a library liaison to the schools, promote the library in an attempt to increase circulation.

Before asking for money through any sort of fundraising, a PR coordinator should find out what other libraries have done for small (or large) fundraising campaigns, and draw upon ideas and events that have proven successful.

Could Becky develop a standard presentation of how the library currently benefits the OMRO CITIZENS and then tailor it to match the needs of the various groups of people? Within that presentation, could she then slide in the HOPES of what could/will be with a new library?

As Becky has stated, the more people and groups you can get in front of to simply chat with and ask for support from (in terms of being a supporter of the library by showing its worth), the easier it will be to get financial support later.

Perhaps we can say we would like to modernize the library and our attempts to raise money will be on going.

**D. Director's Report:** There was a conversation on the current renter being behind on her water bill. Director Stobbe reminded the board that the library does have the original security deposit, but that is intended for damages, not unpaid bills. Joe Benoit has drawn up a new lease for the residence where one previous renters name was omitted and a future renter's name was added. For the time being, no action other than the updated lease has been taken.

Director Stobbe also explained Winneconne's joint library with the Town of Winneconne and the Village of Winneconne. This would impact the Omro library with an approximate loss of \$1600.00 in funds to the Carter Memorial Library in the year 2022. Stobbe noted this is an ongoing process. Director Stobbe also asked the board to think about what we would want to include in next year's budget. She will have some preliminary numbers at the August meeting.

5. **Agenda Items:** The August agenda will be in the same format as July with the addition of the detailed information on the Carter Fund requested by the board. Braasch would also like the addition of an item to the agenda for the purpose of looking at library impact fees being used for a feasibility study with the final cost split with City Hall and the library.

6. **Adjournment:** Ellis made a motion which was seconded by Brasach to adjourn. Motion passed. Adjournment was at 5:39 p.m.

Respectfully submitted,  
Barbara Hodgen, secretary

**2019 Board Meeting Schedule**

Meetings will be held on the third Monday of each month at 4:30 p.m., with the exception of July and December.

August 19, 2019 (preliminary budget preview)

September 16, 2019

October 21, 2019

November 18, 2019