

Draft
SCLS Foundation Board Minutes
7/23/2020 1:30 p.m.

Participation by telecommunications only
To phone into meeting: 866-226-4650 (access code: 461-0318-2019 #)
To participate online: <https://bluejeans.com/46103182019/webrtc>

Action Items: None

Present: M. Furgal, J. Healy-Plotkin, P. Kaland, J. Pugh, R. Sijapati, N. Studnicka, M. Van Pelt, T. Walske.

Absent:

Excused: K. Williams

Recorder: H. Moe

- 1. Call to order time:** T. Walske, President; 1:35 p.m.
 - a. Introduction of guests/visitors: None
 - b. Changes/Additions to the Agenda: M. Van Pelt noted the Superior Public Library Foundation voted to join the SCLS Foundation and will start with a \$75,000 contribution and add an additional \$125,000 in the fall.
 - c. Requests to address the Committee: None

- 2. Approval of previous meeting minutes: 4/23/2020:**
 - a. Motion: M. Van Pelt moved approval. N. Studnicka seconded.
 - b. Changes or Correction: None
 - c. Approved by motion: Motion carried

3. Action Items: None

4. Financial:

Financial Reports:

- Accounts Payable Aging Detail
- Allocation of Investment Return
- First Business Bank (FBB) Foundation Account Summary
- Invoices
- Profit and Loss Statement

Approval of SCLS payments of Foundation bills: \$6,539.81

- i. Motion: J. Pugh moved approval of the Foundation Bills. M. Furgal seconded.
- iii. Discussion: None
- iv. Vote: Motion carried

Question: How did the Superior Public Library Foundation join the SCLS Foundation and what was their motivation to join? The SCLS Foundation brochure was sent to every system and WiLS. Other systems are pointing their member libraries to the SCLS Foundation. It will be our 5th non-SCLS library to join and they are among some of the largest account holders. The appeal is that they can get all of their funds back as versus investing in a community foundation.

5. Discussion:

- a. Fundraising Options
 - i. Cornerstone will be by mail only this year – Foundation board members are encouraged to supply names of family and friends and write letters to new contacts with explanation and request. The SCLS Foundation can provide a template as a starting point for the letters to the members as well as a

document for how to donate – either online or by mail. SCLS will also be sending letters to past Cornerstone award winners. J. Healy Plotkin inquired if the smaller awards could still be included for the member libraries since they deserve attention now for their achievements and innovation during the pandemic. M. Van Pelt suggested a video be created to show all the member libraries that they are recognized for the services and are appreciated and supported by the foundation and will include comments from the Foundation president, T. Walske. The video will be created and scripted by SCLS and shown at the All Directors meeting in November and will also be made available for the libraries to post on their website to allow the public to recognize the extra efforts that library staff are going through right now as well as the delivery system.

T. Walske noted she would like all of the library directors to receive a letter of appreciation as well, which she will draft. The letter will go out as soon as it is done. The video will be reviewed at the October meeting.

T. Walske moved that the SCLSF have a video created to thank libraries for all their hard work during this pandemic. M. Van Pelt seconded. Motion carried.

ii. Research Report by T. Walske and M. Van Pelt

1. Food Fight gift cards on hiatus by company
2. Packers grant: have to submit between May 1 – July 1, 2021 with specific request for arts and culture, athletics, education. They do not donate for endowments or capital projects. We may be eligible for a \$3,000 - \$7,000 grant.
3. On-line auction (quilts, afghans). Call it “Cozy up with your favorite book”. Need to find people to donate quilts and afghans and auction them off. This idea would be based on libraries being willing to put the information on their websites and promote it.
4. Host dinners – Find a local restaurant in the Madison area and charge a rate of \$50 - \$75/plate. Provide 100 envelopes for purchase at \$10 each and include 5 envelopes with gifts, the other envelopes would thank folks for donating to the SCLS Foundation.
5. Stay Home and Read - This is based on a similar idea that Wisconsin Public Television did by hosting a virtual 5K with the opportunity for folks to walk/run 5k and listen to classical music. T-shirts were available to purchase, which is the only thing that provided funding. If people didn't buy the t-shirt, no money was gained. This idea may not raise funds and there would need to be an investment on the technology side.

The foundation determined that #1, 2, and 4 look good for 2021. #3 looks good too, but needs buy in from the libraries for promotion, which they may not be willing to do. M. Van Pelt will email the board a letter template to ask friends and families for donations and the donor card. If the board will send the names and addresses of their friends and family to Heidi Moe or M. Van Pelt, they can be added to the donor list

and mailed a standard “ask” letter on SCLSF stationary.

- b. Transitioning to electronic newsletter. Have received 58 requests for electronic newsletter. In the past we mailed paper copies to about 530 – which included every library trustee in system (approx. 378). The newsletter will be posted to the website for interested parties to read.

The Foundation would like to move forward with posting the newsletter to the website and send via email. It will be cheaper on funds and time. J. Healy-Plotkin will inform the SCLS board that they need to sign up to receive the newsletter via email.

6. Next Meeting: October 22, 2020

7. Adjournment: 2:27 p.m.

For more information about the SCLSF, contact Martha Van Pelt, mvanpelt@scls.info

SCLSF/Minutes/7-23-2020