

Sparta Free Library
Regular meeting of the Board of Trustees
January 8, 2018

The meeting was called to order by President Laurie Koll at 5:00 PM.

Members present: Mary Von Ruden, Paul Lenz, Amy Bernath, Sandie Perry, Terry Putman and Reinhard Mueller. Also present were the Sparta Library Director, Shanneon Grant, Adult Services Librarian Kaycee Henderson and Youth Services Librarian Aimee Schreiber.

Fundraising Feasibility Study: Jodi Sweeney of the Sweeny Group, consultants to non-profit organizations, provided information regarding the initial steps in planning a major fund-raising campaign. She advised that a feasibility study is strongly recommended in order to determine viability of a fund-raising effort. The study would examine the Library's image within the community; internal aspects of the Library's organization, structure and staffing; constituency support; additional funding opportunities; leadership roles within the community; and timing.

The process includes:

- an initial brainstorming session to identify key community members to participate in interviews, focus groups, and surveys;
- development of questionnaires, letters and other written materials;
- personal interviews of 15-25 community members;
- at least one focus group;
- analysis of questionnaire results;
- development of a final report that summarizes findings, recommends campaign structure, determines if the campaign is warranted, lists potential volunteers and donors, outlines an initial action plan and timeline, analyzes proposed goal amount, and indicates the types of gifts needed to reach the goal.

Estimated cost for the feasibility study is \$24,000.

Bernath, seconded by Perry, moved to approve the Sweeny Group be contracted to conduct a campaign feasibility study, at a cost not to exceed \$24,000. Motion carried unanimously. Director Grant will contact the organizations for a final cost estimate.

Approval of Minutes: Minutes from the December meeting were distributed. **Von Ruden, seconded by Lenz, moved to accept the minutes. Motion carried.**

Finances: A printed income report reflecting income generated in January through December 2017 was shared, as well as a list of expenditures with comparison to budget for the same period. **Bernath, seconded by Von Ruden, moved to approve the bills. Motion carried.**

Director Grant noted that the Friends of the Sparta Free Library has contributed substantial funds to acquire new stacking chairs, dollies, DVD and CD shelving, and computer chairs.

Directors Report:

Programming: The Library offered 537 total programs with 11,134 participants in 2017, averaging 45 programs and nearly a thousand participants per month.

Operations:

- Director Grant met with a potential volunteer grant writer, Cheryl Brumbly, regarding potential grant opportunities.
- The Library has been operating with 4 different types of DVD security cases, with 4 different openers, making checkout inefficient and complicated. Winona Public Library kindly donated 1500 free cases and the La Crosse Public Library has agreed to sell us

700 used cases (of the same type) for \$.25 per case. The staff will be working to replace all cases and purge the assortment of old cases and openers.

- AT&T is scheduled to test, tune-up and migrate the Library's Wide Area Network (WAN) in January, which should provide increased bandwidth and faster internet connection.

Building:

- The drywall project in lower level multi-purpose room was delayed until late January.
- Lydon Electric repaired a loose outlet on the upper level.
- Interstate Roofing was contacted about a new leak in the adult fiction area.
- Due to recent acquisition of multiple new shelving units and thousands of DVD cases, the purging/cleaning/re-organizing of the tech storage closet (and other closets/rooms) has been ongoing, with the goal of eventually making more office space. Modern Disposal will be delivering a dumpster for removal of old shelving and other items.

Old Business:

- Recommended "next steps" from the FEH project were updated.
 - Director Grant has been coordinating a date to meet with the City Administrators Mayor to present the FEH results later in January. President Koll will accompany her.
 - Letters of appreciation were sent to all participants in the FEH project.

Trustee Perry inquired about the progress the Library has made in correcting the nearly \$900,000 of structural deficiencies identified in the FEH report.

President Koll advised that we need to acquire updated Wisconsin standards for libraries in communities with populations of 10,000 to use when making presentations about the possible renovation/expansion project.

- Sketches for exterior "No Smoking" and "Book Drop" signs were presented. **Mueller, seconded by Von Ruden, moved to approve the signs.** Trustee Perry noted that approval from the Historic Preservation Commission is still required before posting.

New Business: None.

The next meeting will be the first Monday, February 5th, 5:00 p.m. – Library Lower Level – Multi-Purpose Room

Bernath, seconded by Mueller, moved to adjourn. Motion carried. Meeting adjourned at 6:03 PM.