

## URBANDALE PUBLIC LIBRARY FOUNDATION, INC. MINUTES

June 28, 2021

**Members Present:** Steve Lytle, Al Kaduce, Diana Ripperger, Jeff Merrill, John Forbes, Nathan Stelter, Marva McCarty, Greg Ward

**Staff Present:** Nicholas Janning, Leah Cummings

**Call to Order:** Greg Ward called the meeting to order at 5:00 PM. Greg read the Character Counts Statement.

**Approve Agenda:** Diana made a motion to approve the agenda. Steve seconded the motion. All voted in favor and the motion passed to approve the agenda.

**Approve Minutes:** Al made a motion to approve the March 22, 2021 minutes. Nathan seconded the motion. All voted in favor and the motion passed to approve the minutes.

**Treasurer's Report:** The Foundation members reviewed copies of the Statement of Assets, Liabilities and Fund Balance, Statement of Activities, General Ledger, and the Urbandale Public Library Endowment Fund Statement.

John made a motion to approve the statements. Nathan seconded the motion. All voted in favor and the motion passed.

### Unfinished Business:

- A. 2020/2021 Fundraising Campaign Update:
  - a. Nicholas went over the foundation campaign. The PayPal option to donate is continuing to be popular. Compared numbers from previous years campaigns. Nicholas noted that the endowment is up from previous years.
  
- B. Elect FY 21/22 Officers:
  - a. Greg Ward, President
  - b. Marva McCarty, Vice-President
  - c. Steve Lytle, Secretary
  - d. Al Kaduce, Treasurer

Jeff made a motion to approve the FY 21/22 officers. Diana seconded the motion. All voted in favor and the motion passed.

### New Business:

- A. Reappointments to the Foundation:
  - a. John Forbes
  - b. Nathan Stelter

Al made motion to approve reappointment of John Forbes and Nathan Stelter to the Library Foundation. Jeff seconded the motion. All voted in favor and the motion passed.

- B. Summer Reading Program 2021 Update:
  - a. Nicholas spoke to the board about the library's summer reading program and the supplies the foundation has funded (prize books, operating supplies, tote bags). The summer reading program has had great attendance, with most of the

programs being held outdoors. So far, 700 patrons have signed up for summer reading (Kids and adults). The youth department has employed a summer intern, Samantha Peters. The library is also working on hiring a new part time youth staff member.

C. Tote Bags Request

- a. Nicholas made a request, on behalf of Laura, for the foundation to approve funds up to \$1,100 to purchase 500 new tote bags. Our supply has dwindled due in part to our 2021 summer reading kickoff event. This new supply of tote bags should last the library a few years.

Steve made a motion to approve purchase of new tote bags. John seconded. All voted in favor and the motion passed.

D. 2021-2022 Fundraising - Initial Cost Estimates:

- a. Nicholas went over criteria for annual mailing appeal: Library card holders over 18 years of age who have been active within the past 3 years and have checked out 100 or more items. Also, individuals who do not meet the above criteria but have donated in previous years.

This criteria narrows the mailing list to about 5,700 library patrons. The cost of raw materials and manufacturing has driven up the cost of paper, this might have an influence on pricing.

The board discussed ideas to reach more patrons with our annual appeal. Several ideas/questions on how to improve the foundation appeal were considered, including:

- Sending targeted emails to patrons promoting our appeal.
- Try to promote more digitally to catch younger patrons.
- The board asked about capturing the emails from PayPal donations and monthly newsletters to send targeted emails. Nicholas will investigate.
- Include foundation appeal information in Des Moines Register and Urbandale Living.
- Use the endowment to sponsor an author or artist.

Forming a subcommittee to brainstorm ideas for annual appeal was proposed. Marva, Steve, Nathan, Nicholas, and Laura were nominated to form subcommittee. The board agreed to the original mailing criteria and for the mailers to go out mid-November, around the same time as last year.

Steve made a motion to approve mailing list criteria. Jeff seconded the motion. All voted in favor and the motion passed.

Marva made a motion to adjourn. Nathan seconded the motion. All voted in favor and the meeting adjourned at 5:43 PM.

Respectfully submitted,

Leah Cummings

Attest: Greg Ward,  
Acting President