

URBANDALE PUBLIC LIBRARY FOUNDATION, INC. MINUTES
September 27, 2021

MEMBERS PRESENT: Greg Ward, Greg Robinson, Marva McCarty, Steve Lytle, John Forbes, Dianna Ripperger, Jeff Merrill

STAFF PRESENT: Nicholas Janning, Leslie Noble, Staci Stanton, Leah Cummings, Jim Cushing-Strategic Plan Consultant

CALL TO ORDER: Greg Ward called the meeting to order at 5:00 PM. Greg Robinson read the Character Counts Statement.

APPROVE AGENDA: Diana made a motion to approve the agenda. Greg Robinson seconded the motion. All voted in favor and the motion passed to approve the agenda.

APPROVE MINUTES: John made a motion to approve the June minutes. Jeff 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.

Steve made a motion to approve the statements. Marva seconded the motion. All voted in favor and the motion passed.

Unfinished Business:

A. Fundraising Campaign Update:

- Nicholas presented an update on the fundraising campaign. The subcommittee met on August 5th and discussed several ideas on how to reach younger potential donors. They are scheduled to meet again on October 13th at 3 PM.

B. Summer Reading Program Funding Update:

- Nicholas introduced the library's new Assistant Director and Programming & Outreach Manager, Leslie Noble and Staci Stanton. Staci gave an update on the summer reading program. The tote bags the Foundation supplied were very helpful during the summer reading kick-off event.

The library held some large programs over the summer including a magician (200 attendees) and a program with the Science Center of Iowa (100 attendees). The partnership with the Urbandale Parks Department was wonderful and allowed the library to do story times in the park. The youth volunteer that the Foundation funded was also a huge help. Overall, nearly 1,000 readers signed up!

New Business:

A. 2021-2022 Fundraising Mailing Cost Estimate

- Nicholas presented the mailing cost estimate for the Foundation Annual Appeal. Using the same criteria as past years, there are about 5,700 patrons on the list. The estimated cost for the mailing is \$3,400 with postage costing \$574. The mailing will go out in mid-November and be advertised in the library's newsletter, website, social media, TV slideshows, bookmarks, and Urbandale Living.

B. Discuss Remote Access to Board Meetings

- The board discussed the option to remote access into future board meetings. The board noted that in-person meetings are preferable but remote access is an option. If a board member cannot be physically present for a meeting, let the board president know and a remote option can be accommodated.

John moved and Marva seconded a motion to adjourn. All voted in favor and the motion passed. The meeting adjourned at 5:21 PM.

Leah Cummings

Attest: Greg Ward,
President