

Carthage Public Library District
Board of Trustees Special Meeting
August 24, 2020

Angie Perry called the regular meeting to order at 4:33 p.m. Also present were Donna Tracy, Sherry Harris, Rebecca Eagan, John Dittmer (via telephone) and Director Amy Gee. Andy Bastert entered the meeting at 4:34 p.m. and J.R. Parn entered at 4:35 p.m.

Public Comments

Emily Gillette shared her background in the field of higher education fundraising and information she learned from a course she took entitled "Managing the Capital Campaign." Topics included were:

- Making a case for the new building
- Determining what will happen to the old building
- Recruiting volunteers who do not have a vested interest in the project
- Considering a theme for the project
- Identifying resources for information dissemination
- Preparing marketing materials
- Building a fundraising committee (currently Rebecca Eagan, Chelsea Bliss, Linda Tobias, and potentially Emily Gillette)

Andy left the meeting at 5:02 p.m.

Grant Updates

Andy, John, and Amy had a conference call with the state library for additional information regarding the grant. The deadline for raising the library district's share of the grant is June 30, 2021. A dedicated bank account will be required. Pledges made will not be considered part of the fundraising total until received. Soil/environmental studies do not have to be completed until funding is complete and no project bidding should be done until the final approval is received/signed by the state library.

Public Awareness, Fundraising, Naming Opportunities

- A PowerPoint presentation will be needed for use at public meetings; Donna and Amy will work on the PowerPoint and an informational/fundraising letter.
- J.R. suggested that the same people do all of the public presentations so that the message remains consistent.
- Sara King has volunteered to design fundraising/informational brochures..
- The building design needs to be shared with Doug Groth for PrairieLand Investment Group approval before publication and fundraising materials are designed; it was suggested that Andy contact Doug.
- Amy will develop a Google doc to be shared with Board members for tracking lists of volunteers, donors, committee members, etc. Board members were asked to add names to the document by Monday, August 31, with follow up phone calls to be made the following week.
- A press conference with the Board and PrairieLand Investment Group will be scheduled as soon as possible so that the official fundraising campaign can begin.
- A sign with the proposed building plan will be placed on the property.
- All funds received will be for the capital building fund; should the bond issue not pass, resulting in the loss of the grant, the funds will remain for the building project.
- Donna made a motion to adjourn; Rebecca seconded. The meeting was adjourned at 6:20 p.m.

Donna Tracy, Secretary