

Carthage Public Library District
Board of Trustees Meeting Special Meeting
September 28, 2020

President John Dittmer called the meeting to order at 4:38 p.m. Also present: Angie Perry, Donna Tracy, Andy Bastert, J.R. Parn, Rebecca Eagan, and Director Amy Gee. Sherry Wright was absent.

1. A press conference and capital campaign kickoff will be held from 11:00 a.m. to 1:00 p.m. on Saturday, October 24th at the proposed site of the new building. Food truck vendors will be contacted and the press will be notified. The event will be called the "Dare to Dream Kickoff." A "future home of..." sign has been ordered and will be installed in the center of the lot facing West before the kickoff event. Sherry Wright, her husband, and John Schwartz will install the sign and John Schwartz will donate the necessary materials. John Dittmer offered to pick up chairs and tables from the Hancock County Extension Center for the event. Other items discussed were:
 - a. The library staff will set up a story walk.
 - b. Liability insurance should be extended to the new site.
 - c. Wilhite and/or Yex will be contacted about a stage and PA system.
 - d. A generator may be necessary if electricity is not closely available.
 - e. The park restrooms might be available for use that day. Rebecca will contact Chris Talley to unlock.
 - f. John will contact Kelly Logan about entertainment.
 - g. A Carthage Cash drawing could be held at a sign in table; this will help establish a database for future fundraising contacts.
 - h. Mowing the area of the proposed building would help people visualize the size.
2. The brick and fundraiser flyers were discussed and finalized. Amy will make the necessary edits. It was suggested that samples be available at the kickoff event. Also, Amy shared receipts she designed to be used with donations.
3. The informational PowerPoint was reviewed and finalized for distribution. Options for mounting the elevation printouts were discussed. Amy will take care of that and have those available for the kickoff and for future presentations to the Kiwanis Club, Lions Club, Round Table, etc. Contacts will be made to schedule presentations in November and December.
4. The brochure is not yet available for review.
5. Changes and additions to the website were discussed, including how best to link the Foundation page to the main webpage as all donations will be made through the Foundation.
6. Angie will lead the donor cultivation committee and has begun preparing a list of potential donors. A fundraising letter was shared and discussed, noting that the letters will need to be modified for various audiences and should be personalized as much as possible. Addresses will need to be researched and letters will require folding and stuffing for mailing.

J.R. made a motion to adjourn; Rebecca seconded. The meeting was adjourned at 6:08 p.m.

Donna Tracy, Secretary