

**MINUTES
WAUKESHA PUBLIC LIBRARY BOARD
AD HOC FUND DEVELOPMENT COMMITTEE MEETING
Monday, April 12, 2021 4:00 PM
Virtual Meeting Conducted Via Zoom**

Members Present: Trustees M. Baxter, K. Guilfoy and A. Riebel

Members Absent: None

Others Present: Library Director B. Gay & Special Projects Coordinator J. Quinlan

Trustee Baxter agreed to chair the meeting; she convened the meeting at 4:04 p.m.

1. Approval of the minutes for the Finance and Ad Hoc fund Development Committee for December 19, 2019

Trustee Guilfoy moved to approve the December 19, 2019 Ad Hoc Fund Development Committee minutes as presented. Trustee Baxter seconded; motion carried unanimously.

1. Review and recommendation regarding draft naming policy and donor memo of understanding

Library Director Gay explained that both documents (the naming draft policy and the donor memo of understanding) are rough drafts and that he had used several sources to develop them. He asked the Committee members to review the documents, noting that there are some necessary language corrections and numbering to be done. He wanted to know if there was anything that they believed was missing, anything that needed clarification or any additional content they would like to see in the documents. Trustee Guilfoy had a suggestion under the I. Purpose section. He asked that the word strong be deleted from the last sentence of the first paragraph as it is redundant. Trustee Baxter said that policy looked good but wondered if the Library should include an acceptance policy as a separate document that the Library Director or Library Board can use as a guideline to follow on what types of donations can be or should be accepted. She explained that some gifts, other than monetary, cost more money to divest than the gift might be worth. Director Gay noted that in section E., he updated the naming portion to be permanent as discussed at a previous meeting. Trustee Guilfoy said that the draft policy is very thorough, though he admitted it is not a subject he knows a lot about. Trustee Riebel agreed that this is outside of her expertise. She suggested that the document read consistently and that the Library Board of Trustees should be added as having the final authority on decisions. Director Gay will add language to the end of the introduction stating that the final decision rests with the Library Board of Trustees. **Trustee Guilfoy moved to recommend approval of the draft naming rights policy with the suggested amendments. Trustee Riebel seconded; motion carried unanimously.**

Director Gay explained that the donor memo of understanding will be corrected and the language in section 4. will be changed to remove the sentence on the terms since naming rights will be permanent. Trustee Guilfoy asked if the section about naming the

donor should be left in. Trustee Baxter said that it should remain in the document as you can never say thank you enough to a donor. Since this is a contract, Trustee Riebel wondered if the Library should ask the City Attorney to review the memo of understanding. Trustee Baxter thought it would also be a good idea for the Waukesha County Community Foundation to review it as they will be holding the donations for the project. The group agreed to defer a vote on the memo of understanding until after Library Director Gay can ask for input from the City Attorney and the WCCF.

2. **Review and recommendation regarding capital campaign gift range chart**

Director Gay reviewed the gift range chart with the Committee, explaining that it will be used for the quiet phase of the campaign. The categories fall under *Lead Gifts* (donations ranging from \$50,000 and up) and *Major Gifts* (donations ranging from \$5,000 up to \$25,000) and the number of each gift necessary to meet 84% of the fundraising goal in the quiet phase. He also identified major and minor naming opportunities for potential donors. Trustee Guilfooy asked if the Library is considering asking for donations throughout the entire library, including the Children's section or just the renovation area. Director Gay said that he hadn't considered that as an option. Trustee Baxter inquired how the naming rights were set. It has been her understanding that the square footage of the renovation area is equal to one half of the cost of the real space. Director Gay would have to find out from Engberg Anderson the values of each potential naming space. Director Gay said that another issue would be if more than one donor wants to give to the same area with a lead gift. Trustee Baxter agreed that you cannot over ask for the same space. The Committee agreed that the chart and giving levels make sense. Moving forward, this chart will be used as a working document.

3. **Discussion/recommendation regarding Library Capital Campaign**

Director Gay shared several pages from the Library Strategies original RFP which included both the feasibility study and the capital campaign. It outlines what Library Strategies proposed that they can do for the Library by managing its capital campaign portion of the project. Trustee Baxter asked if the Library Board had approved both the feasibility study and the capital campaign at the same time. It was determined that just the feasibility study was approved in January of 2020. Director Gay will ask Stu Wilson from Library Strategies for an update on how current the RFP numbers are and what pricing tier would work best for them. In the meantime, he will check with City Finance to see if the campaign portion needs to be re-bid or if it can just be a continuation of the project with an established vendor.

4. **Adjournment**

Absent any objections, the meeting adjourned at 4:43 p.m. J. Quinlan, Recorder