

Vice President Steve McKinstry called meeting to order at 4:06 pm

Present: Myra Crook, Andrew Haines, Nicole Kozma, Steve McKinstry, Heidi Meister, Joshlyn Racherbaumer, Debbie Rutsch, Victoria Schmitt Babb, Mandy Studer, Blake Wyatt

Absent: Kelli Brammeier, Rebecca Cody, Kathy Dougherty, Sharon Lee, Susan Prichard, Danielle Tormala, Kris Weidenbenner

Staff Present: Lisa Dunham, Karen Guccione-Englert, Erica Land and Jim Brown

Approval of Minutes – Minutes from the July 2015 meeting were presented by Steve McKinstry. Blake Wyatt made a motion to approve. Victoria Schmitt Babb (second) Motion passed.

Financial Report – Erica reviewed the financial report discussing any variances. There was very little to discuss as it is so early in the new fiscal year. Heidi made a motion to approve the financial report as presented (later in the meeting, as the motion to approve was done at the end of the meeting.) Victoria (second) Motion Passed

Committee Reports

- Executive- Steve shared that Acropolis was at the last meeting with an overview of the portfolio. There was a discussion around keeping a percentage of cash on hand. The Executive committee recommended changing from 10% to 5% of cash on hand into fixed income. The Foundation already has a tagline (Enriching Lives, Improving Literacy, Engaging our Community) therefore we are not changing it. The Joint Meeting held on August 28, 2015 was very informative and a great way to get all three groups together. Giving overall was discussed; using the marketing department in house to create annual giving appeals and working with Kolbe Co to identify new partnerships. The Foundation is looking to create a brochure to start a corporate appeal. It was suggested that if a board member is passionate about a certain area in the Foundation, they can restrict their gift.
- Development/Finance – Blake shared that Steve stole his thunder and the Executive summary is the same as the Development/Finance report. He shared information about Art Uncorked and the need for sponsorships and to continue to solicit for the event.
- Program- Heidi shared that there would be some changes within program support in the Foundation. There is a need to promote Storybook Walks and Karen encouraged committee members to visit one of the locations. The new partnership with Mercy is underway. This year there will be 10-15 new mini-libraries. Heidi asked the board for feedback and are open to more suggestions. There was a suggestion to partner with law enforcement.

Art Uncorked- Karen gave an update on the event that will be taking place on November 14th. She gave an overview of the Special Event Sponsorship Opportunities brochure. She stressed a need for a big push of sponsorships with the committee. Posters have been placed in the branches and encouraged board members to display a poster at their place of business.

Executive Director Comments – Erica opened the conversation by thanking everyone who attended the Joint Meeting. Being the first meeting for Joshlyn, the District Marketing Director and Erica, they wanted feedback on the video, Ask Alison that was shared at the meeting. A healthy discussion around how the video needs to tie back to the library and less feminine but overall it fits the wellness area. Joshlyn appreciated the honest feedback. The topic of Kolbe Co was discussed as a partnership of opening doors for the Foundation and the marketing side would be handled in house. Some concerns were raised as to what other companies could do the same but a less expensive price. Victoria asked that we shop around before signing a contract with Kolbe Co.

Library District Comments – Jim Brown shared the exciting programs that are coming and passed around three different calendars. Check out www.youranswerplace.org for more information.

Friends of the Library Comments – Debbie shared the contract for the 2016 Friends Summer Book Fair has been finalized; Sunday July 15-17 set up on Thursday, July 14. There is potential of moving the event to a new location due to booking availability at the St. Charles Convention Center. We will be adding the category, Graphic Novels to the event and also tweaking the layout to optimize the use of space at the Convention Center. National Friends of the Library Week is October 18-24: A Friends membership makes a great gift for every occasion.

New Business

FY-16

Through our investments at Acropolis, there is only a need for 5% cash allocation on hand due to expenses being low. If there is a need to take more money out, there is not a penalty. Motion to approve cash allocation from 10% to 5%. Victoria Schmitt Babb made a motion to approve. Heidi Meister (second) Motion approved.

Nicole Kozma made a motion to adjourn the meeting at 4:53 pm. Blake Wyatt (second) Motion passed.

Recording Secretary, Erica Land
Meeting Minutes – October 22, 2015
St. Charles City-County Library Foundation