

Board of Library Trustees
Special Board Meeting: Capital Campaign Committee
September 29, 2014
11:00 am - 12:30 pm
Program Room – First Floor

Minutes

1. Call to Order
The meeting was called to order at 11:02 am by Nancy Conradt, Chair.
2. Roll Call
Present: Richard Bloom, Nancy Conradt, Corrine Jakacki, Marcia Rubenstein. Trustees.
Ben Weseloh, Library Director, Shelley Campbell, PR Specialist.
3. Approval of the Minutes of August 22, 2014
Corrine Jakacki moved that the minutes of August 22, 2014 be approved. Seconded by Marcia Rubenstein. Approved by voice vote. Richard Bloom abstained.
4. Public Comment
No public present.
5. Additions / Deletions
None
6. Unfinished Business
 - a. The "Message" --- Ben and Shelley
Ben and Shelley presented a draft of the message to be presented to the public regarding the remodeling. It dealt with what the library is doing in response to earlier public suggestions. The draft document discusses the problems that the Library is having in fulfilling public needs. Lastly, it presented the ways in which the Library will attempt to deal with those problems. The presentation is roughly based upon one by Lawrence Public Library Foundation out of Lawrence, KS. Discussion ensued. The group liked the message but agreed that the presentation needed work. Meeting with Gary Major at Park District. -- Ben and Nancy

Ben and Nancy highlighted a couple of strategies used by the Park District in their referendum effort as told to them by Gary Major, namely the phone poll and the citizen's committee.

1. Discussion of potential strategies

The primary discussion revolved around the Park District's use of an automated phone poll to gauge receptiveness to a possible Adult Recreation Center. Ben was charged with calling the company that did the Park District's phone poll to express services and costs. Ben will contact Laura Anderson from the Park District's phone poll company and ask if they would be willing to run a phone survey for us (5 questions or less) that would give us a "pulse" for where the community is at with regard to a library renovation project.

The group also decided that we need to create a citizen's committee again to gauge receptiveness to the remodeling plans and to see which plan citizen's might be most likely to approve.

2. Recommendations to the Board

- The group decided to recommend to the Board that we conduct a similar phone poll.
- The group decided to recommend to the Board that a citizen's group be created in the near future. Nancy will email Joe Castelluccio to discuss his role on this committee.

b. Meeting with Middle School people on referendum -- Shelley

This meeting was not scheduled for a variety of reasons. The group decided that the referendum effort of the Park District was more pertinent to our situation. A meeting with Middle School on their referendum will not be scheduled.

7. New Business

How do we use the "message?"

The message is not refined enough to use. We need to explore the cost of engaging a PR firm to help or to explore *pro bono* options. Ben will contact the DeKalb Public Library or Morningstar for the scope of cost of a Public Relations component to our capital campaign.

We need to conduct our phone poll and consult with the citizen committee prior to beginning fund raising or planned for a referendum. It is premature to discuss fundraising and collaboration with the Foundation regarding fundraising for the possible renovation at this time.

Ben will contact Studio GC to tell them that we may need them for another presentation for the citizen's committee. It is premature for them to be doing drawings for a possible referendum.

The Board will set arbitrary amounts for naming rights to particular rooms. We do not need Studio GC to be involved in that issue.

8. Recommendations

The CCC Committee will recommend to the Board to conduct a phone poll and consult a citizens committee regarding possible renovation options.

The Committee will meet again after Ben has completed his assigned tasks and the Board has discussed the phone poll.

9. Adjournment

Nancy Conradt, Chair

Committee: Committee of the Whole

Staff: Benjamin R. Weseloh (Administrative Librarian), Shelley Campbell (Public Relations Specialist)