

Notes from the September 13, 2021 hybrid meeting of the Fundraising Committee:

The fundraising committee of the James Kennedy Public Library met in person and via Zoom at 6:00 pm on Monday, September 13, 2021. Participants were chairperson Catherine O'Hea and members Karen Kramer, Marcus Ingles, Brenda Ingles and Shirley Vonderhaar.

FY21 Financial Report: Shirley shared the FY21 Financial report which shows income and expenditures into and out of the Trust Account on behalf of the Fundraising activities. While some events had to be cancelled due to the pandemic, over \$8,000 was raised.

Hoopla – Hoopla is an online service that provides books, audiobooks, films, etc. Shirley included it in the ARPA grant with a budget of \$200 - \$500. It is a pay per use model and the company is indicating that they would estimate our use in a year to be about \$2,000. With electronic services being more in demand, the committee felt allocating Fundraising revenue to pay for anything about the amount available from the grant would be appropriate. The board then can evaluate whether to include this service in future operating budgets.

Popsicles, etc.: Shirley reported that the freezer in the Hoffman Room storage area was discovered not working so all the items that were stored there were disposed of – including the pushups and popsicles. The freezer pops appear to be fine and will be kept pending another fundraiser or event where they could be used.

Food Truck Fundraiser: The Dinger's D'Lite Food Truck Fundraiser and Pop-Up event brought in \$30.00. People did seem to enjoy the games and pop-up library, however 10% on a food truck fundraiser will not bring in a significant amount.

DQ Grill and Chill: Last year DQ Grill and Chill held a fundraiser for the JKPL in October. They picked a date and gave 10% of sales to the library. Karen will reach out to Melissa Otto to see if they would like to do something again this fall.

Wreath-it Up: Donations have started coming in and Silent Auction scheduled for October 11 – November 14, 2021. The committee agreed that since we aren't yet offering food at library events we would NOT hold a donor reception or open house on the ending date. The committee discussed ways to acknowledge and thank the donors and suggest signage and something on social media.

Layette Ladies' Quilt Raffle / Sale: Last year we replaced the raffle with a sale and it worked well so the committee agreed to change this event annually into a sale, as long as the Layette group is interested. The Layette group will bring in layette size quilts to sell for \$25.00. These will be on display in the magazine room and new ones put out as they sell. Income will be split between the JKPL and the Layette group. This event is tentatively scheduled to run Monday, November 15 to Thursday, December 23. Shirley

will confirm the dates and details with Judy Keuter who is now the library contact with the Layette group.

Breakfast Fundraiser (breakfast burritos): The committee agreed to proceed with the event on Small Business / Shop Local Saturday – which is the Saturday after Thanksgiving, Saturday, November 27. Marcus will take the lead on making the burritos and getting a list of ingredients to the committee. Shirley will be out of town but Marcus, Catherine and Karen thought they would all be available. The plan is to coordinate with the Dyersville Downtown Alliance to run this the same time they are open for business – something like 7 or 8 am to 10 am. The committee did not feel the library needed to be open early so the library will open at 9 am as usual. The menu will include breakfast burrito and small juice or milk. Shirley will reach out to the Alliance to discuss this event and get feedback regarding timing and details.

Selling apparel: The committee would like to have apparel ready to sell at the Breakfast fundraiser event. They discussed Read Return Repeat along with the library name as the graphic. Brenda offered to talk with K & K logo to find out pricing and timing for this.

Christmas Cookie Walk: The committee decided to plan for a Christmas Cookie Walk for this year so it is scheduled on Saturday, December 4 from 10 am to 1 pm. Logistics and details will be discussed closer to the date.

Soup Lunch and Dinner Fundraiser: Last year we did this as a carryout and it worked well for both lunch and dinner. This event is scheduled for Monday, January 10, 2022.

Love My Library Giving Tree: This event will begin on Monday, January 10, 2022 and continue to the end of February.

Mystery Dinner: This event is scheduled for Saturday, February 12 as main event, and snow date of Saturday, February 19 with Social Center, Die Laughing and J & D Catering. Shirley as emailed Die Laughing to see if the new show will be ready and their status but has not received a response.

Other projects / activities we would like to consider: Brenda reported on an event idea that she thought was called a walking poker game. Participants paid so much to participate. They then went to participating businesses in town and got a playing card. They ended all at one location to turn in their hand and the winning hand got a prize of items donated by the community businesses. The committee thought this sounded interesting as a warm weather activity so will discuss in the spring.

Anything Else?

Set date for next meeting: Next meeting will be scheduled via email held before the October Board meeting.

FY 21 - Fundraising Financial Report

Held	Event	Income	Expenses	Proceeds
Oct-20	DQ Fundraiser	\$ 382.11	\$ -	\$ 382.11
Oct-20	Randy's Roundup	\$ 651.09	\$ -	\$ 651.09
Oct - Nov	Chair-ity	\$ 311.00	\$ 4.69	\$ 306.31
Dec	Cookie Walk	Not held		\$ -
Nov - Dec	Quilt Fundraiser	\$ 150.00	\$ -	\$ 150.00
Jan	Soup Carryout L & D	\$ 795.00	all donated	\$ 795.00
Feb	Mystery Dinner Theatre	Not held		\$ -
Jan-Feb	Love My Library	\$ 4,797.78		\$ 4,797.78
	Utilized		\$ 1,932.39	
Feb-May (Cov	Build-a-Basket	\$ 1,388.00	\$ -	\$ 1,388.00
April	Wine & Beer Tasting	Not held	\$ -	\$ -
May	Plant Sale Fundraiser	\$ 694.50	\$ -	\$ 694.50
Summer '21	DTFN Freezer Pops	\$ 36.00	\$ -	\$ 36.00
	Raffles			
Dec	Layette Quilt Raffle	Replaced with selling		\$ -
Varies	50/50 Raffle with Wine Tasting or other events			\$ -
Ongoing	Wine Glass Sales	\$ -	\$ -	\$ -
Ongoing	Yard Signs	\$ 21.00	\$ -	\$ 21.00
Ongoing	Coloring Books	\$ 25.00	\$ -	\$ 25.00
Ongoing	Luggage tags	\$ 10.00	left from SLP	\$ 10.00
Ongoing	Mask sales	\$ 150.00	left from SLP	\$ 150.00
Ongoing	Snack & Candy Sales	\$ 88.50	\$ 118.38	\$ (29.88)

\$ 8,466.78

\$ 8,188.59

No Raffles held due to Covid 19

Marketing Committee Meeting Agenda: Monday, September 13 via email

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(Karen Tieskoetter, Alex Wiezorek, Danielle Will, Dawn Schrandt)

1. The Marketing Committee set up a practice, several years ago, of adopting an item for the collection in honor of all retiring board members. Since Mary Jane Meade was our last board member to retire I reached out to her and she chose one of her favorite children's books to add to our collection in honor of her service on our board.
2. In the past couple of years Heidi Huissman, of Savvy Salvage, started a Downtown Business Alliance. Last year she had requested all downtown businesses pool their resources and purchase a billboard on Highway 20 advertising downtown as a place to shop. She also used the money to print up flyers and other promo materials for the downtown businesses as well as help pay for some downtown events (Ghouls Night Out, May Day Shop Hop). She includes the library in all of this even though we are not a retailer. Last year we contributed \$150 to the Downtown Business Alliance to help pay for the marketing materials since we are included. She is again asking businesses downtown to contribute \$200 to renew the lease on the billboard and to pay for more marketing materials. The committee approved paying the \$200.