

# Minutes of the Special Meeting of the Capital Campaign Committee of the Board of Library Trustees of the Orland Park Public Library held August 5, 2019

The meeting was officially called to order by Trustee Bridget Lindbloom, Chair Capital Campaign at 7:11 p.m.

## Call To Order

Members present: Christian Barcelona, Vice President; Bridget Lindbloom, Trustee; Dan McMillan, Treasurer; Nancy Healy, Trustee

## Roll Call

Members absent: None

Staff present: Mary Weimar, Library Director; Mary Adamowski, Assistant Library Director

None

## Introduction of Visitors

None

## Public Comment

### Fundraising Opportunities—For Discussion

## New Business

Library Director Weimar began the meeting by reviewing the various capital campaign opportunities the library offers. Currently the library offers the Plaza Paver Program in which patrons are given an opportunity to commemorate family, friends or loved ones in the front plaza of the library. Presently a 4” x 8” paver costs \$75 and a gift of \$150 entitles the patron to an 8” x 8” paver. Director Weimar stated she usually handles 4-8 individual paver orders each season, spring and fall. Impressions in Stone is the company the library works with and the cost to the library to engrave each paver is approximately \$37 plus they are charging shipping. The library is looking at a local engraving company to use for future orders. Vice President Barcelona stated he would like to see a price increase of the paver program. Treasurer McMillan asked how the program is marketed to the community, in which Director Weimar replied the information is included in the library’s newsletter and e-blast one time a year. McMillan said he would like to see the marketing increased in the future. After discussion, the committee agreed to recommend to the Library Board of Trustees at the next regularly scheduled meeting on August 19, 2019 that the cost of the pavers be increased to \$150 and \$225 accordingly.

Library Director Weimar explained the Memorials and Donations program allows patrons and businesses to make monetary contributions to the library’s collection in honor or in memory of a loved one. For many years the standard donation for either a children’s or adult book has been \$25 and the monies collected go directly into the operating fund under the “gifts” line. The library does not allow patrons to directly give the library a book they themselves have purchased but rather they may indicate a particular author or subject they would like to have donated, and professional staff will then research

titles that are needed for the collection. Assistant Library Director Adamowski mentioned there is additional cost incurred because of technical services supplies for covering and labeling the book. The committee decided the cost and possible increase of donating to the Memorials and Donation program will be discussed at the August 19 regularly scheduled board meeting.

Library Director Weimar reviewed the fundraiser brochure that was created in 2002 when the new library was under construction. Weimar mentioned the brochure will be updated and perhaps could be mailed as an insert in the library's quarterly newsletter or a supplement in the *Orland Prairie*.

Examples of recent local area public library fundraisers were given including Evergreen Park Public Library, Glen Ellyn Public Library and New Lenox Public Library. Committee Chair Lindbloom reminded the committee that Assistant Library Director and Digital Services Manager Lashbrook will be attending SWAN Expo next week in which one of the workshops presented will discuss library fundraising events. Weimar suggested the library provide a family-oriented event such as mini putt-putt within the library building with pizza and kid-friendly beverages.

Committee Chair Lindbloom recommended that 1-2 major events be held to supplement the funds of the nature center, as well as other future building improvements that may be needed. Library Director Weimar informed the committee the library paid for the rights to the mural and aspects of the mural have been used for summer reading t-shirt incentive prizes in the past. Assistant Library Director Adamowski mentioned the idea of the Friends of the Orland Park Public Library selling notecards with the image of the mural on them will be revisited at their upcoming meeting. Lindbloom also mentioned other fundraising ideas such as automobile raffle, sleepover in the library and a food event such as "Snacks in the Stacks." The food event could include a silent auction, raffles, and readings by local area celebrities. Assistant Library Director Adamowski mentioned Whole Foods gives a percentage of proceeds to a local organization and the library will investigate the possibility of participating in that fundraising opportunity.

#### Naming Opportunities—For Discussion

Library Director Weimar discussed the past and current Naming Opportunities for Capital Campaign handout with the committee. Members brainstormed local area businesses that could be possible candidates for naming opportunities. Library Director Weimar said several private citizens and local organizations have donated monies for naming rights toward certain rooms within the current building but their names have not been used when referring to the rooms. The staff must be retrained to use the names of the donors in print and when referring patrons to a particular room and/or area. Although it is too late to change the fall newsletter with room name information, this initiative will begin with the January—April 2020 newsletter. In the meantime staff will be informed and instructed to use the donors' names when guiding patrons. Discussion was held concerning the importance of donor walls and meaningful placement of them within a building. Library Director Weimar stated the Recycled Reads area within the lobby would be removed during the renovation project. Patrons will see the brick wall as soft seating would be installed in the area and it may be an ideal place for the donor plaques.

Library Director Weimar stated the previously donated monetary amounts will be removed from future fundraising print materials. Weimar also mentioned many areas could be added to the naming opportunities such as the reading nooks in the Preschool Area, Express Reserve shelves and study rooms. It was suggested by Library Director Weimar the library's Study Room policy could be changed to allow businesses to use study rooms, which in turn may increase the awareness of opportunities for businesses to naming rights. Trustee Healy mentioned it is important that the committee create a list of local area business people who may be contacted with information about the library's Capital Campaign initiative. Library Director Weimar stated she will continue with the development of the Capital Campaign brochure and may seek quotes from library supporters such as newspaper editorialist Phil Kadner. Treasurer McMillan mentioned sports columnist Pat Disabato may also be recruited to offer a quote of support for the library.

Final Action on a Recommendation to the Board of Library Trustees for the financial suggestions on the Naming Opportunities for Capital Campaign

At the August 19 board meeting, the Capital Campaign committee will recommend to the Board of Library Trustees the approval of the cost of 4" x 8" pavers be increased to \$150 and 8" x 8" pavers' costs increase to \$225 each. A discussion is to be held concerning the donation amount for Memorials and Donation program. A discussion is to be held about the Naming Opportunities for Capital Campaign with subsequent approval.

**Adjournment**

Committee Chair Lindbloom motioned to adjourn the meeting and it was seconded by Treasurer McMillan.

A roll call vote as follows: Barcelona - aye; Healy – aye; Lindbloom – aye; McMillan –aye-.

Motion passed. 4 ayes, 0 nays, 0 absent

The meeting was adjourned at 8:35 p.m.

Charles McShane  
Secretary

Approved: \_\_\_\_\_ Date: \_\_\_\_\_

Minutes prepared by Mary Adamowski

