



**St. Charles City-County  
LIBRARY FOUNDATION**

St. Charles City-County Library Foundation  
July 8, 2010 Minutes

Meeting convened at 3:35 p.m. President Larry Shroth called to order.

**Present:** Kyle Gaines, Warlene Reed, Joe Krebs, Denise Ulett, Larry Shroth, Ryan Robertson, Charles Lewis, Todd Freund (by phone), John Thaelke, Sharon Lee, Mark Rudolph

**Absent:** Kris Weidenbenner, Blake Wyatt, Sheila O'Connell, Danielle Tormala, Rebecca Cody

**Staff:** Lisa Dunham, Kristin Williams, Erin Wolfman (intern)

**Secretary's Report:** Minutes presented by Larry Shroth. Gaines made the motion to accept the minutes as presented. Krebs (Second). Motion passed

**Financial Report:** Presented by Kristin Williams. Lewis asked if there was a benchmark matrix similar to those used in the healthcare industry as a ratio for expenditures made during fundraising campaigns. Williams will report back with that information at the next meeting. Shroth asked for a motion to accept the report. Thaelke made the motion to accept the report as presented. Reed (Second). Motion passed

**President's Comments:** Shroth thanked Warlene Reed and Joe Krebs for their years of service as officers of the board. He presented each with a thank you gift from the Foundation. Mr. Krebs expressed his appreciation to the other board members for coming forward as volunteers and for all their contributions during his tenure as President.

**Committee Reports:**

**ELA:** The members met before the Books Bats and Brews event on June 26. They discussed a possible collaboration with the Lindenwood Hockey team, the tentative name being "Reading at the Rink". Mr. Lewis encouraged the rest of the board to commit to a level of involvement for the upcoming Art Uncorked as well as the other events hosted by ELA. Whether it be selling tickets, bringing friends, forwarding emails, or soliciting donations. He reminded the board that our job is to "open the doors" for the Foundation to the community at large. He expressed this appreciation for the efforts of intern Erin Wolfman for making the event a success with 60+ attendees. Rudolph suggested finding ways to promote the events in the Post Dispatch.

**Imagine Campaign** – Board members were asked to submit their Imagine Campaign pledge cards in order to have 100% participation from the board. Williams reported that the annual giving branch campaigns were not as successful as last year. She attributed it to the type of prizes, two smaller prizes (Sony book readers) versus one large prize (Dell net book.). The

Committee is looking at doing an additional branch campaign at the end of the year as well as doing a focused mail campaign. Thaelke suggested a branch competition of sorts to stimulate support from the patrons for their particular branch. Williams will add to discussion at the next committee meeting.

**Finance:** Robertson reported that Williams had made some effective changes in the format of the budget report by detailing specific line items and by adding a percentage difference column. The new system helps show the correct allocation of the outflow of funds in either program income/expenses, fundraising income/expenses and administrative expenses. This will allow for a much smoother audit and 990 processes.

**Planning and Development Coordinator Comments:** Kristin described a three prong approach to the capital campaign based on the Benevon model. She displayed the newly designed promotional capital campaign packet, which includes an easy flip chart to guide potential donors through the process and a list of the available naming opportunities for the Spencer Road Branch. Starting Tuesday Aug 17, a series of informational luncheons will take place on the third Tuesday of each month at noon at KL. A light lunch will be served and board members and potential donors will be invited to discuss the upcoming building project and cultivate donors. Williams also discussed the potential addition of two more board members in regard to the general makeup of the current board. Williams reported that Lisa Dunham will be taking over as Friends of the Library liaison and will also be working with the library marketing department to help promote the Foundations efforts.

**Old Business:** 10-14 Foundation Funding of Spencer Road project tabled.

**New Business:** 11-01 Approval of FY11 Budget – Robertson and Williams presented the FY11 budget as reviewed by the Finance Committee. Krebs made the motion to accept the FY11 budget as presented. Thaelke (second) Motion passed.

**Comments from the Foundation Board:**

- Denise Ulett, secretary of the board of Healthy Communities St. Charles County, informed the group that HCSCC had ceased operation and their board would be voted to dissolve the organization at the upcoming annual meeting.
- Kyle Gaines invited everyone to the open house for the new ambulance district base. Williams will forward the invitation.
- Joe Krebs mentioned the success of the Friends of the Library Book Fair this year and that the loss of sales to book dealers was compensated by the increase in individual sales.
- John Thaelke commented on the importance of the recent legislative breakfast event and expressed his disappointment in the low turnout of legislators. A suggestion was made to look at separating out the different levels of elected officials and / or looking at a different time of year to hold the event. Shroth encouraged the board to call their individual reps to remind them to participate next year.

Hearing no other comments, Shroth sought a motion to adjourn the meeting. Rudolph made the motion to adjourn. Krebs (second). Motion passed.

Meeting adjourned at 4:45 p.m.

Recording Secretary, Denise Ulett  
Meeting Minutes – July 8, 2010  
St. Charles City-County Library District