

**WESTFIELD WASHINGTON PUBLIC LIBRARY BOARD OF TRUSTEES
SPECIAL BOARD MEETING
JANUARY 31, 2022**

1. CALL TO ORDER.

The meeting was called to order at 7:01PM by Vice-President Scott Willis. Those in attendance were: Patrick Downey, and Justin Wiley. Present via Zoom were: Amber Van Der Berg and Jodi Dubovich. Kim Patton joined via Zoom at 7:25. Absent was Nancy Knochel. Also present were: Director Sheryl Sollars, Foundation Director Erin Downey and T.J. McGovern, presenter.

2. PRESENTATION OF WESTFIELD LIBRARY FOUNDATION'S FUNDING INITIATIVE.

- a. T.J. McGovern was introduced.
- b. T.J. asked participants for their favorite library memories.
- c. He spoke of the feasibility study. He and Erin went out and made 4 or 5 visits which were very positive. These visits helped to crystalize a goal. He feels 3.5 million dollars is a working goal.
 - i. Last year \$471.44 billion was given to charity in the U.S. 69% was given by individuals.
- d. Members were asked what stood out at other local libraries: Carmel, Noblesville, Fishers, Sheridan, Cicero. He then asked what about our library will attract attention.
 - i. We are creating a community center.
 - ii. How can we create a design that activates space for learning in every level?
 - A. Ideas include: more space, outreach for students during school hours and library internship for elementary students.
 - iii. We need to provide something they will buy. How unique can we make it?
- e. It used to be 20% of the people provide 80%. Now it is more like 5% providing 95%.
- f. Every campaign needs to answer how, why and who. WWPL answer is: to be a community center, to expand the children's area, to provide more parking, in anticipation of growth in the area, provide more services and be an anchor for more growth in the area.
- g. T.J. provided four handouts: Campaign timeline and flow, the Dream, a one page two-sided "Our Purpose" and the 1,000 day Funding Plan which includes a sunset clause, providing 3 years to pay pledge.
 - i. Creation of a master prospective donor list, which should also include contractors, sub-contractors and vendors.
 - ii. We should discover what the donors passions are and work with that.
 - iii. Both WWPL Board members and Foundation members should be donors.
- h. Sheryl will provide T.J. as schematic of what the space looks like when she gets it.

3. ADJOURNMENT

Hearing no opposition Vice-President Scott Willis adjourned the meeting at 8:10 PM.

Respectfully submitted,



Scott Willis, Vice President



Amber Van Der Berg, Secretary