

**Minutes of the Meeting of the City of Lancaster
Library/Cultural Center Review Committee
Wednesday, February 15, 2012**

Call to Order

The meeting was called to order by City Administrator Crane at 5:07 p.m. in the Council Chambers, City Hall.

Members present: Martens, Walker, Reuter, Janssen, Hibbard, Schaffer, Caley

Members absent: None

Also present: Alan Tollefson, Staff; Mayor Wehrle; Jodi Sweeney, consultant; Anna Janssen

Minutes

Walker moved, second by Martens that the minutes of the November 29 meeting be approved as mailed. Carried.

Presentation by Fund Raising Consultant Jodi Sweeney

Ms. Sweeney outlined her role in campaign planning. Her report will differ from our previous feasibility study. She has talked with representatives of the USDA about the possibility of a “public facilities loan.” This can be up to \$3 million, and may be worth exploring at some point. She believes we can qualify for an ADA grant as well, but the immediate focus is on private money.

There was discussion of whether to call the effort a “feasibility study” or a “campaign planning study.” Consensus was in favor of campaign planning study.

Ms. Sweeney distributed several documents, all of which had been distributed in earlier draft form by email prior to the meeting. She reviewed the goals and objectives of the study, which will include personal interviews, one or two focus groups, and distribution of approximately 100 questionnaires. Other handouts included a case statement, draft letters to prospective study participants, and a draft list of questions to be used in interviews, focus groups and questionnaires. In the interest of time, it was decided that committee members would review these documents again and send comments to Alan Tollefson at the library, who would compile and forward suggestions to Ms. Sweeney.

Project’s Design Architect

Mr. Crane announced that our architectural firm, Durrant, has filed for bankruptcy. Everyone who worked on our design has left. The two primary architects are now with FEH Associates, who have a new office in Dubuque. Durrant has indicated it will release us from restrictions in our contract with them that would make it impossible for us to use any of the latest design work with another firm.

That leaves us with at least two options: move to FEH to retain the experience of our previous architects or seek out a new firm and essentially start over. Schaffer moved, second by Reuter to contact FEH about retaining their services as the project moves forward. Carried unanimously.

Adjourn to Closed Session

Walker moved, second by Martens that the committee adjourn to closed session pursuant to Wisconsin Statutes 19.85 (1) (f) for the purpose of considering financial, medical, social or personal histories or disciplinary data of specific persons, preliminary consideration of specific personnel problems or the investigation of charges against specific persons except where par.(b) applies which, if discussed in public, would be likely to have a substantial adverse effect upon the reputation of any person referred to in such histories or data, or involved in such problems or investigations to discuss specific persons as donor prospects, the committee to reconvene. Carried and the committee adjourned to closed session at 5:31 p.m. The committee invited Mayor Wehrle to attend the closed session.

Reconvene

The committee reconvened in open session at 6:22 p.m.

Committee Member Comments

None.

Next Meeting Date

The next meeting was set for Tuesday, March 27, 2012 at 5:00 in the Council Chambers at City Hall, pending room availability.

Walker made a motion to adjourn, second by Martens. Motion carried, and the committee adjourned at 6:25.

Respectfully submitted by:
Alan Tollefson

**Minutes of the Meeting of the City of Lancaster
Library/Cultural Center Review Committee
Wednesday, March 27, 2012**

Call to Order

The meeting was called to order by City Administrator Crane at 5:08 p.m. in the Council Chambers at City Hall.

Members present: Martens, Walker, Reuter, Janssen, Hibbard , Schaffer, Caley

Members absent: None

Also present: Alan Tollefson, Staff; Mayor Wehrle; Jodi Sweeney, consultant; Dave Timmerman, Grant County Herald Independent

Minutes

Walker moved, second by Martens that the minutes of the February 15 meeting be approved as mailed. Carried.

Presentation by Fund Raising Consultant Jodi Sweeney

Ms. Sweeney led a discussion of the draft Case Statement and Questionnaire. She explained that the same questions would be used for her interviews, but more as a springboard for discussion and may shift depending on the conversation.

Schaffer said she felt the Case Statement was too wordy and the questionnaire too long and confusing. She cited question #4 as a problem, with multiple questions and not enough space to answer. For the Case Statement, she suggested bullet points as used for the list of goals. Discussion continued, with comments on various questions. It was agreed by consensus that some questions would be combined, while others might be separated.

Sweeney agreed to re-draft both the Case Statement and Questionnaire based on the discussion. She will send it by email by the end of the week and committee members should provide their feedback to Stephen Crane by Sunday, April 1.

Adjourn to Closed Session

Reuter moved, second by Schaffer that the committee adjourn to closed session pursuant to Wisconsin Statutes 19.85 (1) (f) for the purpose of considering financial, medical, social or personal histories or disciplinary data of specific persons, preliminary consideration of specific personnel problems or the investigation of charges against specific persons except where par.(b) applies which, if discussed in public, would be likely to have a substantial adverse effect upon the reputation of any person referred to in such histories or data, or involved in such problems or investigations to discuss specific persons as donor prospects, the committee to reconvene. Carried and the committee adjourned to closed session at 5:30 p.m.

Reconvene

The committee reconvened in open session at 6:08 p.m.

Potential Public Funding and Grants

Reuter moved, second by Martens to table this item. Carried unanimously.

Committee Member Comments

None.

Next Meeting Date

Sweeney indicated she should have an interim report ready by the end of April. The committee decided to wait to schedule the next meeting until the report is ready, tentatively late April or early May.

Reuter made a motion to adjourn, second by Hibbard. Motion carried, and the committee adjourned at 6:12 p.m.

Respectfully submitted by:
Alan Tollefson

**Minutes of the Meeting of the City of Lancaster
Library Building Committee
Tuesday, June 19, 2012**

Call to Order

The meeting was called to order by City Administrator Crane at 5:03 p.m. in the Council Chambers at City Hall.

The meeting was noticed as a joint meeting of the Library Building Committee and the Library Board; however, less than a quorum of the Library Board was present, resulting in a meeting of the Library Building Committee with three Library Board members present.

Building Committee Members present: Martens, Reuter, Janssen, Hibbard , Schaffer (also a Library Board member)

Building Committee Members absent: Walker (also a Library Board member), Caley

Also present: Alan Tollefson, Staff; Mayor Wehrle; Jodi Sweeney, consultant; Gracie Schaffer; Library Board members Barb Tucker and Patti Benson; Dave Kurihara, City Clerk

Presentation of Report by Jodi Sweeney, Fund Raising Consultant

Ms. Sweeney distributed bound copies of her report. A draft had been sent to members by email prior to the meeting. She reviewed the report with the committee. She reported a 10-12% return of mail surveys, which is typical. The interviews provided much useful information. People interviewed liked the case statement and made a few suggestions for additions. Many names were offered, both of prospective donors and prospective volunteers.

Most people supported the need for library expansion. People cited the need for better meeting space in the community. They also asked for better technology area and a very large children's space. The library is seen as a community gathering place. People wanted more use of the park space and still desire an outdoor performance area. People also wanted exhibit space to accommodate such things as Smithsonian rotating exhibits. There was agreement that a fund raising goal of \$2 million plus would be a huge undertaking for the community, unlike any such effort to date.

One idea that surfaced was using the Wright Block as an adjunct space for the library, possibly for a technology center. Committee members agreed this deserved further discussion, but had concerns about staffing.

Ms. Sweeney reiterated that the \$2.3 million dollars scared people. She did receive a confirmation for a \$100,000 gift and believes that \$500-600,000 is readily available. The \$2.3 million is a "stretch goal," but is doable. An early expression of support from the Mayor and Council would be most helpful. People wanted to see City support but did not want to see taxes go up. There was discussion of the complex nature of that goal.

Interviewees cited the children's playground at Winskill Elementary School as a wonderful example of the community coming together. People saw that effort as a challenge. We would need to recapture that spirit. Several said they would help with a campaign. The idea of an all-woman campaign was discussed, but most felt it would take men as well as women to accomplish the goal.

Ms. Sweeney reviewed her suggested timeline for moving forward. We need a period of planning that should last 3 to 4 months. We should think about a five year pledge period. In her experience, default on pledges is seldom a problem.

Adjourn to Closed Session

Reuter moved, second by Martens that the committee adjourn to closed session pursuant to Wisconsin Statutes 19.85 (1) (f) for the purpose of considering financial, medical, social or personal histories or disciplinary data of specific persons, preliminary consideration of specific personnel problems or the investigation of charges against specific persons except where par.(b) applies which, if discussed in public, would be likely to have a substantial adverse effect upon the reputation of any person referred to in such histories or data, or involved in such problems or investigations to discuss specific persons as donor prospects, the committee to reconvene. Carried and the committee adjourned to closed session at 6:04 p.m.

Reconvene

The committee reconvened in open session at 6:35 p.m.

Next Steps

Ms. Sweeney suggested a three hour meeting to put together a committee structure, firm up the case statement, firm up the goal amount, set a campaign budget, decide on naming rights, compile a list of volunteers, identify lead donor prospects and finalize a work plan. She suggested some form of City commitment toward the \$1 million currently in the capital improvement plan for 2014.

The Library Director and City Administrator need to come up with a list of what we need from the architects at this point, including an estimate of operating costs for the expanded library compared to the current structure. The City Administrator agreed to look into the issues involving the Wright Block.

Committee Member Comments

Members expressed their thanks to Ms. Sweeney for her efforts.

Next Meeting Date

The Building Committee set a date of Tuesday, July 17 at 5:00 p.m. The Library Director noted that the next regular meeting of the Library Board will be Wednesday, July 11.

Janssen made a motion to adjourn, second by Martens. Motion carried, and the committee adjourned at 6:48 p.m.

Respectfully submitted by:
Alan Tollefson

**Minutes of the Meeting of the City of Lancaster
Library Building Committee
Tuesday, July 17, 2012**

Call to Order

The meeting was called to order by City Administrator Crane at 5:05 p.m. in the Council Chambers at City Hall.

Building Committee Members present: Martens, Reuter, Janssen, Schaffer

Building Committee Members absent: Walker, Caley, Hibbard

Also present: Alan Tollefson, Staff; Jodi Sweeney, consultant

Minutes of March 27 and June 19 meetings

Since routine business was dispensed with at the June 19 meeting, it was necessary to approve two sets of minutes. Reuter moved, second by Martens, that both minutes be approved. Carried unanimously.

Report on meeting with architect

Crane, Tollefson and Sweeney met with Kevin Eipperle of FEH architects just prior to this meeting. They discussed feedback from the Campaign Planning Study and some comments Tollefson had on both the original building program and the latest block plan drawing. A discussion of naming rights evolved into a discussion of how to proceed at this point.

After consideration, consensus developed that a design charrette should be held to revisit the latest plan. This would be a one-day, all-day event at which several from the architectural firm would be present to receive input from major donors and from the community at large and produce a series of options which would finally be narrowed to one preferred design. The building committee would then review and approve the final product.

The day might begin with a session for prospective major donors, followed by an open session with the general public, finished off with a reception for the donor prospects. Possible dates being considered are Thursday, September 6 or Thursday, September 13.

Pledge Policy

The Campaign Planning Study recommended that donors be allowed to pledge their contributions over a five year period. Crane noted this presents some timing issues in that the City's contribution in the capital improvement plan is for 2014 and a five year pledge period would stretch until 2017. This would probably require the City to seek a short term loan from one or more of the local banks, using signed pledges as assurances. Sweeney noted default on pledges is usually no more than one percent.

The Library Board already endorsed a five year pledge period at its last meeting. The committee asked about a tiered pledge policy based on level of contribution, but was advised that the fair approach was to treat all donors the same. By consensus, the committee agreed with a five year period for pledges. The committee also agreed with Sweeney's suggestion, already agreed to by the Library Board, that committee members make their pledges at the outset.

Adjourn to Closed Session

Reuter moved, second by Martens that the committee adjourn to closed session pursuant to Wisconsin Statutes 19.85 (1) (f) for the purpose of considering financial, medical, social or personal histories or disciplinary data of specific persons, preliminary consideration of specific personnel problems or the investigation of charges against specific persons except where par.(b) applies which, if discussed in public, would be likely to have a substantial adverse effect upon the reputation of any person referred to in such histories or data, or involved in such problems or investigations in regard to potential donors and committees, the committee to reconvene. Carried unanimously by roll call vote and the committee adjourned to closed session at 5:18 p.m.

Reconvene

The committee reconvened in open session at 6:01 p.m.

Nominations for Campaign Committees

The following nominations for the Campaign Planning Committee were made with respective contact assignments:

Nominee	Committee Member
Jan Schmidt	Crane
Jeff Huebschmann	Reuter
Denise LaBudda	Schaffer
Carol Helmke	Reuter
Marly Haskins	Sweeney
Carol Terwilliger	Schaffer
Bob Hoffman	Reuter
Carson Alcorn	Tollefson
Tom Davies	Crane
Rick Benson	Schaffer
Mike & Skippy Leibfried	Janssen
Ted & Robin Schacht	Janssen

Sweeney distributed a job description for the Campaign Planning Committee. Building Committee members were asked to get contact information including an email address for all willing nominees and report to Jodi Sweeney by the end of July.

Committee Member Comments – None

Next Meeting Date

The next meeting will be some time in August to be scheduled electronically.

Martens made a motion to adjourn, second by Reuter. Motion carried, and the committee adjourned at 6:12 p.m.

Respectfully submitted by:
Alan Tollefson

**Minutes of the Meeting of the City of Lancaster
Library Building Committee
Thursday, September 13, 2012**

Call to Order

The meeting was called to order by City Administrator Crane at 7:35 a.m. at Happy Joe's, 105 East Alona Lane in Lancaster.

Building Committee Members present: Martens, Reuter, Janssen, Schaffer, Caley, Hibbard
Building Committee Member absent: Walker

Also present: Alan Tollefson, Staff; Jodi Sweeney, consultant; Mayor Wehrle, Marly Haskins, Robin Schacht, Rick Benson, Jan Schmidt

Minutes of the July 17 meeting

Martens moved, second by Janssen, that the minutes be approved. Carried unanimously.

Welcome prospective members of a Campaign Planning Committee

Those in attendance introduced themselves.

Elements for success

Jodi Sweeney reviewed the five elements for success from her handout.

The Campaign Planning Committee

This committee should meet 2-3 times per month for 1 ½ to 2 hours for a period of 3 to 4 months. The tasks of this committee are: strategize the campaign; approve the action plan; revise the case statement and prepare campaign materials (a sample from Fitchburg was passed around); identify volunteers and members of the honorary committee; determine naming opportunities.

Building Campaign momentum

Mayor Wehrle reported on his conversations with other mayors and village presidents. Many are considering library improvements. The library as a meeting place is considered top priority and multi-use facilities are often involved.

Jan Schmidt said the library is books, computers and community center. The Library should be the City's centerpiece just as the Courthouse is for the County. Marly Haskins said the City needs a neutral meeting place like the library. It should be adequate in size and serve a variety of needs. She also expressed disappointment the Chamber of Commerce and a visitor center had to be eliminated. James Hibbard said the library is the first place his family goes when checking out a new community. Stephen Crane said that with adequate meeting space the library could offer programs for teens and adults just as it now has excellent programs for children. Jodi Sweeney said the library is a legacy for the community.

Rick Benson said we need to involve children. If they get excited about the project, everyone else will follow. Kate Reuter said the campaign should start with the schools to get parents and teachers involved.

Jodi Sweeney posed the question: How do we get large pledges to give the campaign momentum and generate "kid enthusiasm" at the same time? Cari Schaffer suggested a kids committee and t-shirts for kids to walk in the upcoming Harvest Day parade. Ideas for involving kids included working with the School Board, Student Council or National Honor Society.

Two subcommittees were formed:

Kids Committee: Cari Schaffer, Melissa Janssen, Kate Reuter

Case Statement Committee: Jan Schmidt, James Hibbard, Robin Schacht, Marly Haskins

Other agenda items were deferred except:

Administrative Details

There was discussion about ways to thank donors. In addition to the official IRS receipt and thank you letter, ideas included personal notes from more than one committee member, phone calls, bricks, a donor plaque or donor wall as the hospital has done. The importance of recognizing smaller gifts was also stressed. There was discussion of a slogan to put on t-shirts such as "Watch Us Grow." Several members liked incorporating the word legacy, but no specific wording was concluded. With the short time frame before the Harvest Day Parade, discretion was left to the Kids Committee.

Next Meeting Date

The next meeting will be held at noon on Wednesday, September 26, 2012 at Grant County Regional Health Center.

Reuter moved to adjourn, second by Schaffer. Motion carried, and the committee adjourned at 8:42 a.m.

Respectfully submitted by:
Alan Tollefson

**Minutes of the Meeting of the City of Lancaster
Library Building Committee
Wednesday, September 26, 2012**

Call to Order

The meeting was called to order by City Administrator Crane at 12:00 noon in the Administrative Conference Room at Grant Regional Health Center, 507 Monroe Street.

Building Committee Members present: Martens, Reuter, Janssen, Schaffer,
Building Committee Member absent: Walker, Caley, Hibbard

Also present: Alan Tollefson, Staff; Jodi Sweeney, consultant; Carol Helmke, Stacy Martin

Minutes of the September 13 meeting

Martens moved, second by Reuter, that the minutes be approved. Carried unanimously.

Evolution of the Building Committee into the Campaign Planning Committee

Mr. Crane explained the bureaucratic details of converting the building committee into the campaign planning committee. Based on the City Attorney's opinion that the campaign planning committee will be a City committee subject to Wisconsin's open meeting law, it will be necessary to have the members appointed by the City Council. This should occur at the next Council meeting.

Jodi Sweeney reviewed the roles and responsibilities of the committee. She also announced the potential first large donation, which will include a challenge component .

Plans to Build Momentum

There was discussion of plans for the Harvest Day Parade. Cari Schaffer reported on her activities. Melissa Janssen, Kate Reuter and others will be working on a float which will combine the library, St. Clement's and Winskill. Carol Helmke agreed to contact Winskill. There was discussion of t-shirts, wrist bands, a banner, and, possibly, sandwich boards for adults to wear.

It is possible the first large donation will be featured in a picture on the day of the parade. The presentation will be made to Cari Schaffer, representing the Library Foundation, and the hope is to include a number of children in the picture.

There was a discussion of the list of naming rights with several suggestions for revision which Jodi Sweeney will incorporate in the next draft. There was also discussion of how to circulate the list with suggestions including radio spots, the newspaper, the City and Library web sites, the Chamber of Commerce newsletter and, possibly later, utility bills. The idea of group naming rights, where several people would combine their donations, was supported. Members discussed what naming opportunity the Campaign Planning Committee might combine donations to claim.

Alan Tollefson reported that Les Mack Ford will hold a "Drive 4 UR Community" event on Saturday, October 27 at the library with \$20 going to the Library Foundation building fund for every test drive taken that day. The library will be having its Halloween Party that day and will encourage parents to participate.

Campaign Materials

Stephen Crane was added to the committee working on campaign materials. Amy Bell Kwallek of the Chamber was suggested as another addition. Printing companies were suggested.

Closed Session

Due to lack of time, the committee did not adjourn to closed session to discuss prospective donors and campaign participants.

Next Meeting Date

The next meeting will be held at noon on Thursday, October 25, 2012 at City Hall, preferably in the Council Chambers. This should be a 90 minute meeting.

Reuter moved to adjourn, second by Schaffer. Motion carried, and the committee adjourned at 1:02 p.m.

Respectfully submitted by:
Alan Tollefson