

Palatine Public Library District Foundation Board
Meeting of October 18, 2010

Present: Jill Jensen, Joe Quinn, Carmen Rey, Susan Strunk, Dan Wiseman.

Absent: Matt Bickel, Becky Brooks, Bill Buchta, Al Knox, Sandy Soria, Phil Sawicki.

Dan Wiseman called the meeting to order at 8:10 a.m. A quorum was not present.

The minutes of the August and September meetings will be on the agenda for approval at the next meeting.

There was no Treasurer's report.

Susan indicated that the Library Board is working to finalize a needs list.

The Chamber Networking @ Nite was successful with about 60 attending during the course of the event. About 10-12 attendees participated in the library tour. A display of print business resources (aka books) would have been a good addition to the digital resource demos. February is the next Friends book sale if the Foundation would like to request a presence. Joe will take brochures to the upcoming Networking @ Nite event. Brochures will be printed as needed or as revised.

We discussed the possibility of a direct mailing to banks, tax preparers and financial advisors. Dan will craft a cover letter that could go in the mail with a brochure.

Dan recognized Al Knox for recently receiving a Boy Scout award.

Ken Sepos demonstrated the progress on the Foundation's website to date. Text is needed for various sections. It was suggested that the past year of meeting minutes could be available via the website. Reasons to donate should also appear on the website. Carmen suggested that some of the photos show a general view of people using the service – as example the bookmobile. Joe says he may have taken photos of the bookmobile in use at the 4th of July festival. Andrea can demonstrate how to post new stories on TribLocal if one of the Board members is willing to handle this type of promotion. Susan will email Ken the Foundation's mission statement.

The group discussed potential structure and activities for fundraising. Two types of passive fundraising would include Amazon or Barnes and Noble's program whereby a % of sales made via the Foundation's website would be returned to the Foundation. In either case a signed agreement with the vendor is required.

Joe had brought the 2Click fundraising opportunity to us. This works in a similar way with a broader scope of products.

The Foundation should consider if it wants to hold one major fundraiser per year as many organizations do. A Mystery Dinner was suggested for the October through March timeframe (no golf outings scheduled during this period!). The Chamber has suggested that because the Networking@Nite event was so well-attended perhaps this could be a standing, annual event at the library. This could work well for the Foundation if the event becomes a fundraiser for the Foundation as well as a networking event.

Susan shared information about the "Show us your library card" event that was a partnership between Mount Prospect area businesses and the library. Joe will discuss a possible partnership between the Foundation and the Chamber to arrange such a program at our library next September during Library Card Signup Month.

We also discussed a possible Services Fair whereby business owners would be able to buy a table set up in the Library's meeting room with profits going to the Foundation. There are not many venues for home business and/or small business owners to promote their services and residents often like to know more about services available to them.

The next meeting date will be Monday November 22nd at 8 a.m.

Submitted by,

Susan Strunk, Library Director