Capital Campaign Meeting of April 28, 2022 - Cadott Community Library

We had a meeting of the committee today from 4 PM till about 5:15. I
attendance were Samma Johnson, Janet Butterbrodt, John Thompson from
IFLS, Patsy Leonard for a short while, and Kevin Litten taking a few notes.

The sign, to be placed at the future library site, is being prepared by
Don Dunston. It is expected to be ready soon.

A $100,000 donation was pledged by Stephen Vuchetich. The group
discussed using this as a challenge pledge grant or just depositing the
money. John discussed that we need to pursue these larger gifts at this
early stage. If our total need is 1.5 to 2 million dollars then it is
important to get that first half a million relatively soon.

Once we have some serious money we should then begin asking our
community for their support. There was a discussion about mailing a
brochure to all who live close by, similar to the one the Northern
Wisconsin State Fair mailed out a couple months ago.

There are grant applications we should be working on now. It is
important to keep ahead of them. Before we begin we need a design in
hand and an estimated cost.

The team that toured local libraries believes that the library design we
show to the community, the one on our fund raising brochure and other
promotions, must look the part. It must be visually acceptable to the
community and / or blend in with the buildings nearby.

It was discussed that when we write letters to the editor or articles
for publication they ought to be reviewed by another person on the
committee before sending. It appears we will be sending many letters so
they should not all be the same.

We must agree beforehand what dollar amount we should ask for the naming
rights of any room, equipment, and especially the building itself. This
must be approved by the Committee. A formal policy will be reviewed and created by the Library Board at their next meeting.