

Meeting Record Campaign Planning Committee (CPC)
November 19, 2020 Mayville City Hall

Meeting called to order 4:35 PM

In Attendance: Alixe Bielot, Geri Feucht, Annie Koepsell, Kory Krieser, Grant Larson, John Schlender, Mike Schmidt, Andy Shoemaker, Sue Smith, Samantha Teeters, Sue Wilson, Sarah Dunn, C.G. Schmidt

Excused: Dianne Slater, Sheila Steger, Lee Zarnott, Lisa Neumann

1. Grant Larson - Campaign Fundraising update

- Capital Campaign Committee Goal - \$400,000
- Money Raised-to-Date
- Piggly Wiggly & True Value Round-Up
- Campaign Infographic - Identify Key Metrics to Track

2. Sue Smith - schedule reminder CPC Meeting Schedule Nov-March

4th Thursday of the Month @ 4:30 – 5:30 p.m.

Holiday Schedule: November 19th & December 17th

3. Sarah Dunn/Sue Smith - Capitol Campaign Planning and Materials

- Capital Campaign Plan
- Campaign Engagement Calendar Assign Speakers
- Tax Bill Insert Update
- Campaign Pledges
- Brainstorm Donor Giving Levels & Recognition Ideas
- Library Website Donation page

4. Sarah Dunn - Next Steps

- Capital Campaign Materials
- Thermometer for the Park
- Tri-Fold Case Statement/Brochure with Pledge Card (Sue)
- 4x6 Business Pledge Card (Grant)
- Capital Campaign Infographic – Key Metrics
- Social Media
- #BuildingMayville'sNextChapter

Meeting adjourned 5:19 p.m.