

Meeting Record Campaign Planning Committee (CPC)
February 25 2021 Mayville City Hall

Meeting called to order 4:30 pm

In Attendance:, Geri Feucht, Kory Krieser, Grant Larson, Mike Schmidt, Andy Shoemaker, Dianne Slater, Sue Smith, Sheila Steger, Samantha Teeters, Sue Wilson, Lee Zarnott, Sarah Dunn, C.G. Schmidt; Absent: Annie Koepsell, Lisa Neumann, John Schlender

Campaign Fundraising Update

Funds Raised-to-Date - Over ½ Way at \$207,000+
Geri Feucht gave report on Grant Writing Workshop, February 20
Campaign Pledges we have @ 7 the rest is donations

Capital Campaign Planning & Materials

Campaign Engagement Calendar – contact Samantha Teeters to add anything
Social Media items created and in use or soon to be

#BuildingMayville'sNextChapter
February Graphic – I Love My Library Month
March Graphic – St. Patrick's Day Theme
National Library Week - Sarah Dunn will finish for April

Donor Giving Levels

Campaign Flyer Updated with Giving Levels
Shopper's View insert out on Monday Feb 15
Giving Levels will be added to Website

School District Communication

Another message will go out next month to Parents

National Library Week – possible ideas

Email Campaign to Community
Targeted mailing through the post office for every address
Sarah Dunn will get cost

Small Thermometer is in the Library window

Library Heart Campaign to continue at Librarian's discretion

2/25/2021 Dodge County Pionier ¼ page picture

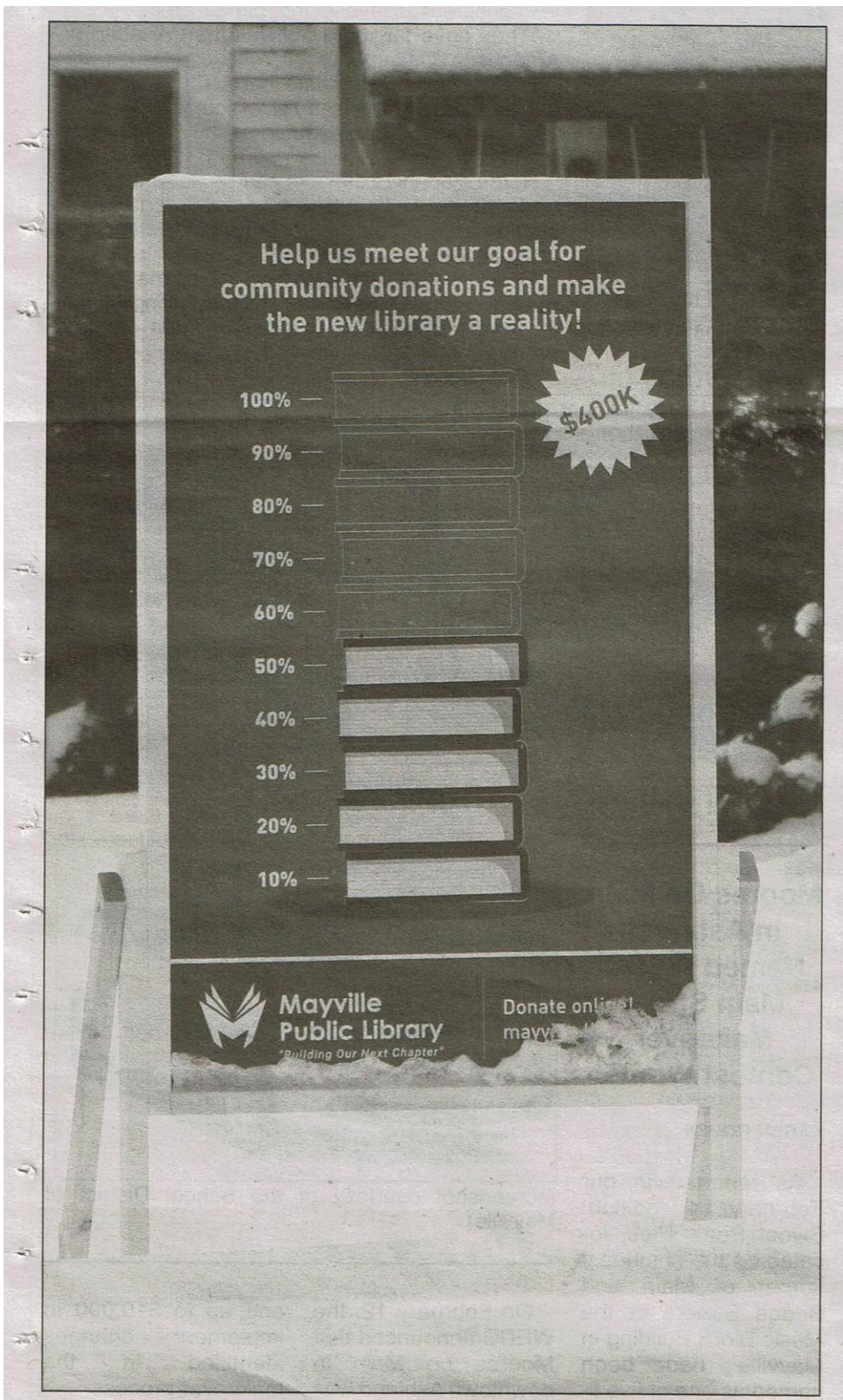
Thermometer on Main & Horicon – see picture below

Donor Recognition Ideas Tabled

American Library Association: National Library Week - April 4-10, 2021
Theme: Welcome to Your Library

Next Meeting March 25 4:30 pm Zoom and City Hall

Meeting adjourned 5:10 pm



The Community Fundraising Campaign for the building of the new Mayville Public Library is more than halfway of its \$400,000 goal, according to the sign depicting its progress at the corner of Main and Horicon Streets in Mayville. Donors may contribute directly on the library's website at www.mayville.lib.wi.us and use pledge cards distributed throughout the community. (Karen Rouse | DCP)