

Meeting Record Campaign Planning Committee (CPC)
March 25 2021 Mayville City Hall and Zoom

Meeting called to order 4:31 pm

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

Campaign Fundraising Update \$225,362

Campaign Engagement Calendar

Campaign Engagement Calendar – contact Samantha Teeters to add anything

Upcoming Events

Social Media #BuildingMayville'sNextChapter

Additional Graphic for National Library Week in April

Feedback on Donor Giving Levels

Discussed Ideas to Reinvigorate the Campaign

Prospective donors - Grant will send out, if anyone has connections let him know

Launch National Library Week

Any Matching Gift Programs with Local Businesses

Add to Website Matching Gift Section

Email Campaign–need to develop email list

Challenge Match with Key Donors, Local Businesses

Proposal Writing to Obtain Grants

Host Small Events with Jennifer at Library

Engage School District video for kids about new library

PR for Campaign Success to Date

Key Donors Highlighted on Social Media

American Library Association: National Library Week - April 4-10, 2021

Theme: Welcome to Your Library

Next Meeting April 22 4:30 pm