

Meeting Record Campaign Planning Committee (CPC)
May 27, 2021 Mayville City Hall and Zoom

Meeting called to order 4:31 pm

In Attendance: Geri Feucht, Kory Krieser, Lisa Neumann, Mike Schmidt, Jennifer Stasinopoulos, Samantha Teeters, Sue Wilson, Sue Smith, Sarah Dunn, C.G. Schmidt, Erie Cowan, C.G. Schmidt

Absent: Annie Koepsell, Lee Zarnott, John Schlender, Dianne Slater, Grant Larson, Andy Shoemaker, Sheila Steger

Campaign Fundraising Update we may see a large donation soon
\$400,000 Goal \$170,000 Approximately Remaining to Reach Our Goal

Campaign Engagement Calendar - 4th of July Parade

Look into T-Shirts for the walkers

Sarah Dunn will get a design for a fundraising bookmark

****We need volunteers for walking w/system delivery truck****

Gerri will put the word out to the Friends of the library

Campaign Banners we previewed 5 banner designs – top 2 were favored



Campaign Video was previewed.

It will be added to the Library Website, FaceBook, etc

Social Media - Add Link to Video, Picture of Banner when erected

Reinvigorate the Campaign

Matching Gift Program - Identify Local Businesses with Matching Gift Programs

This is on our campaign info,

Review Business Prospect List emailed to everyone –

****Anyone with a connection or is a frequenter of a business(es) on the list and would contact with our campaign information, let Sue know ****

Possible Summer Events at the Library to meet new Library Director

Engage School District – check for Alumni gatherings this summer

Next meeting June 24, 2021 4:30 pm