

Notes from October 6, 2026 meeting

Members of the JKPL Fundraising, Marketing & Public Relations Committee met on Tuesday, October 6, 2026 at 6:00 pm. Attendees were Alex Wiezorek, Alycia Willenbring Beth Gudenkauf and Shirley Vonderhaar. Danelle Schroeder was absent but shared thoughts via email. Dawn Schrandt attended for the Marketing portion of the meeting.

MARKETING:

Librarian's Report: Shirley reported Danielle Will, who designed and has been updating this report, will add a graph about additions.

Annual Report: Dawn shared a draft based on the September discussion. After discussion the committee agreed that the average value of an item will be \$40, the average value of an in-person program will be \$15 and the average value of a craft kit/activity packet will be \$5. We will keep these values the same for the next several years and consider adjusting in 2030. The committee plans to have a proposed report ready to present to the full Board at their November meeting.

Swag available: The marketing committee discussed library swag and decided that they want to buy the following items:

Pens – 500

Stadium cups that change color – 250

Magnetic alligator clips – 250

Sticky notes – 500

Beth said that she has been using the sticky notes, and would use the pens, for the Blind Date with a Book projects. Shirley recommended we fund part of the cost of the swag from the income in the trust account from Blind Date with a Book. Based on this discussion, \$400 will be expended from the marketing / supplies budget with the remainder coming from the trust account. Dawn will work with Positive Promotions to get the items ordered.

FUNDRAISING:

FY27 Event Calendar: Shirley created a brief event schedule for quick review and details. The committee thought this was a helpful document. Most events had a primary committee member assigned based on past activities. At the meeting, it was agreed that Danelle would be primary for Love My Library and Alex would be primary for the partnership / Comedy Night with Fuse. Beth is also working with The English Pub for a spring event so that was added. Shirley will update this document and include with these notes.

Blind Date with a Book: This activity continues to be very successful. Beth is looking to schedule a wrapping and stuffing party in the next few weeks and will plan to have books at the Merry Mingle Market.

Craft-it-up: This event replaced the Chair-ity fundraiser & silent auction for 2026 and may also replace the Wreath-it-up in 2027. Marketing and sign up started on September 1. Crafters are invited to make and donate completed crafts of all kinds to this silent auction event. Items should be donated to the library by mid-October. Donors decide on the minimum bid and items that don't receive that bid will be

returned to the donor. The silent auction will be held from October 12 to November 22. Ribbons will be awarded – with library visitors voting for their favorites. Categories will be Most Creative, Overall Favorite / People's Choice, and Best Use of Materials. Categories may be adjusted or another added based on donations received. As of 10/6, donations include afghans, lap quilts, diamond art, wreaths, holiday decorations and paintings. The Donor Reception and start of voting for ribbons will be on Sunday, October 25. Shirley will manage. The Silent Auction will end at 3:00 pm on Sunday, November 22. Alex has offered to work the close of the auction.

Puzzle Competition: This partnership with Textile Brewing is scheduled for 11/12 from 6 to 8 pm – check in starts at 5, competition starts at 6. A maximum of 15 tables are available and price is \$60 per table. Beth will pick out 500-piece puzzle. Textile will donate gift card for first and second places and JKPL will also provide swag for first place. Textile will donate 10% of food and beer sales during the event to the JKPL. Tickets went on sale October 1. Twists will be the same as offered before, with the same cost. Alex will MC and manage time and twists. An additional 3 or 4 volunteers are needed to help with set up, sign in, facilitate twists, and clean up. Shirley will send an email out to all Board members to see who can help.

Layette Lady's Quilt Display and Sale: This event will be held November 23 through December 23. Layette Ladies bring in a variety of quilts that are displayed in the magazine room. These quilts are available to purchase starting at \$25.00 (larger sizes are more) and proceeds are split between the Layette Ladies group and the JKPL (JKPL gets \$10.00 for each sold, Layette group get the remainder.) Shirley will contact organization to confirm their interest.

Breakfast Burrito: This annual event is scheduled for 11/28 from 9 to 11 am. Cooking / prep starts at 7 with sales starting at 9 am – when library opens. Price is \$10 per burrito or bowl. Fareway is again donating all ingredients and supplies. Dawn will contact KDST to schedule a radio interview for November 17 or 18 and Alex will talk about this event and the Cookie Walk. Two coupons for free burritos will be provided to KDST to give away as marketing. Alex will cook on a Blackstone and an additional 4 volunteers are needed to make burritos / bowls, take money, and clean up. Shirley will send an email out to all Board members to see who can help.

Cookie Walk: This event is scheduled for Friday, December 4 from 1 to 5pm and Saturday, December 5 from 9am to 4pm (later time to match with end of Market.) Library staff will contact Board, Friends, and Community members in November and invite them to donate cookies and other sweet treats. Cookies are also plated and available to purchase starting on Saturday and the week following the event and also taken as thank you gifts to community partners. Price will be \$10.00 per dozen or \$18 for 2 dozen. Alex will talk about this event at the radio interview. Two coupons for free plates of cookies will be provided to KDST to give away as marketing. The Committee will request the Board approve the library staying open later on Saturday to match with hours for the Merry Mingle Market. Volunteers are needed to work all sale hours. Shirley will send an email out to all Board members to see who can help.

Merry Mingle Downtown Market: This community event is scheduled for Saturday, December 5 from 12 to 4 pm. Plated cookies will be available for \$10.00 each (no discount) and individual cookies will be \$1.00 each. Hot chocolate will be \$2 per 12 oz cup. Blind date books will also be available to purchase. Beth believes she would be available after 1 pm but someone else will need to set up and work the first hour and we will likely need someone as a floater. Shirley will send an email out to all Board members to see who can help.

Soup Lunch and Supper: The committed scheduled this event for Monday, January 11, 2027.

Murder Mystery: This event is scheduled for February 20, 2027 at the Dyersville Social Center. Brew Ha Ha will perform and J & D Mart will cater. Next meeting will discuss show, price, menu – so can have tickets ready before Christmas.

English Pub Partnership: Beth shared that she has been talking with the English Pub about a possible partnership. They are interested in doing a Book It style promotion for summer reading. As a fundraiser, they are thinking about some kind of dinner night event with those buying tickets also getting a coupon book of discounts. This would likely be a spring event.

Fuse or other partnership: Alex will talk to Fuse about a possible Comedy night or Spelling Bee.

Next Meeting: To be decided