

Fundraising, Marketing & Public Relations Committee Notes – May 6, 2026

Members of the JKPL Fundraising, Marketing & Public Relations Committee met on Wednesday, May 6, 2026 at 6:00 pm at Fuse. Attendees were Alex Wiezorek, Monika Steffen, and Shirley Vonderhaar. Danelle Schroeder and Beth Gudenkauf were excused.

Comedy Night with Fuse: This event was held on March 27 with an estimate of 50 attendees. Tara presented a check for \$454.66 to the JKPL and a photo was taken with an oversized check.

Love My Library: This event has ended but some donations continue to arrive – some we know are in response to the LML campaign and some we suspect are. Shirley asked whether to send these donors the Thank You card that was designed for LML, something different, or nothing. Current practice is the Board chair writes notes for \$100 or more donations and the library sends notes for donations related to fundraisers, but otherwise notes are not sent. The consensus of the Committee was that the thank you note should be edited slightly and sent to any donor that we think was a result of the LML flier. The Committee also suggested we have a stamp made with Alex's signature to personalize the notes. Shirley will investigate getting a stamp made.

Blind Date with a Book Fundraiser: Books continue to sell a couple each month. The JKPL will continue to have them on display as long as there is interest.

Puzzle Fundraiser: The next event is scheduled at Textile for November 12. We are also tentatively planning to hold in January 2027, assuming interest in these events continue.

2026 Mystery Dinner: Shirley is working with Brew Ha Ha to schedule an event for 2027. The Committee suggested meeting at the Social Center prior to that event to help plan the set up and add atmosphere.

Breakfast Burrito or Bowl Carry Out Fundraiser: This event was held on Saturday, April 18 from 9 to 11 am. Price was \$8.00 for burrito or bowl and Fareway donated all the ingredients and supplies. Cooking started at 7:30 am. Due to prior commitments, we were short on volunteers to work the event, however the new process of mixing the ingredients all together in one roaster simplified everything. Two Friends members managed the last hour of sales and clean up. \$803 was made at the event. Four burritos were sold after (\$32) and the rest that were left were frozen and will be used at the May staff meeting.

NWL Trivia with O So Good: This event was held Friday, April 24 as part of O So Good's regular monthly trivia event. Hy-Vee donated a \$100 gift card to be used for expenses. Four tables of 6 and 1 table of 2 were purchased. Beth D. volunteered to help for prep work and delivering boards to the tables but wasn't needed. We have not heard back yet what was raised but the 50/50 raffle winner donated back their \$50 winnings.

Spring Plant Sale: This annual event is scheduled for Saturday, May 16 from 9 to 11 am and the City Council approved use of the parking lot. Karen Kramer will be our plant expert. Additional volunteers will be needed to work starting at 8 am.

Garage Sale Fundraiser: This annual event is scheduled for the Saturday of Toy Show / City Garage Sale weekend, June 6, from 9 am to 3 pm; with Sunday being a donation day. City Council has approved closing the parking lot. Donations will be accepted starting June 1 and the small study room is reserved to serve as a storage location for the first few days as we have events scheduled for Hoffman Room. The committee discussed selling boxes for \$20, not pricing individual items and having customers pay what they think it is worth, and potentially setting up a tent in the parking lot and running the sale June 3-6. Shirley has reached out to the committee for clarity on these plans. We will also need volunteers to help – when will depend on final plans. This may be a good event for the Friends to get involved with.

RAGBRAI: Dyersville is an overnight stop on July 24 so there may be options for fundraising. No ideas were shared.

MARKETING:

Radio Interview: Alex will do an interview the week of May 11 to share information about the spring fundraisers. Dawn will contact the radio station to set up.

Meet and greet / Tour with City Government and Officials: The committee agreed to remove this from their agenda.

Woman's Night (Chamber event): Previously, the committee discussed opportunities to participate in Women's Night – which reaches approximately 350 women. The committee was interested in potentially hosting a booth and selling Blind Date books. No booths were available for this year. After discussion, the committee decided to remove this from their planning.

Library Cards: The JKPL has unexpended supply funds for FY26 and will run out of the current cards sometime in FY27 so library staff are thinking to purchase new library cards. Purchased in bulk to save on pricing, enough cards will be purchased to last 5 years. The committee felt strongly that a new design should be created and used AI to create an example. Shirley will share this guidance with Dawn who is in charge of supplies.

Schedule of Events: The committee is recommending a reboot of the Monthly Schedule of Events. They indicated that the current format is somewhat overwhelming. Suggested changes include:

- Pick one big event to feature on the front cover, potentially in color
- Routine / monthly events include just title, date, time and age restrictions
- Use less detail in text, more graphics
- Use QR code to send people to website or refer people to the library for more details

Shirley will share this information with Dawn, who creates the Schedule of Events.

Budget reduction ideas/ questions: As part of reviewing the budget to make reductions, Dawn had some questions about supply costs related to marketing and requested some Committee insights:

- 1) The JKPL participates in two parades annually: St. Patrick's Day and Merry Mingle / Holiday Parade. The cost is about \$200 for parade incentives. Estimated cost for float supplies (funded out of Trust) for Merry Mingle is an additional \$200. We also typically have extra paid time for staff to be in the parades. The Committee commented that parades are passive and unlikely to

bring people into the JKPL. They felt having the public involved in creating and participating in the parade would make it a better activity. They also suggested the Friends might want to be more involved or take over these activities. This discussion will be reviewed when it is time to start planning for the Merry Mingle Parade.

- 2) Colored paper for Monthly Events Schedule: Currently the JKPL typically uses 1.5 reams of colored ledger size paper per month to print the events schedule. Colored paper is more than twice as much as white paper so we could save a little by printing on white or limiting to color paper for first ream only and then use white for additional printing. The Committee agreed that printing options should be discussed as part of the Reboot noted above.

ADA / Website requirements: Everything on the JKPL Website will need to be modified to meet ADA requirements by spring 2028. Currently the website hosts many years of Agendas, Minutes, Board Packets and Annual Reports. The Committee agreed it would be reasonable to provide web access to the most recent 3 to 5 years but older documents could be archived elsewhere.

Next Meeting: To be decided