

September 2, 2026 meeting

Members of the JKPL Fundraising, Marketing & Public Relations Committee met on Wednesday, September 2, 2026 at 5:00 pm. Attendees were Alex Wiezorek, Danelle Schroeder, Alycia Willenbring and Shirley Vonderhaar. Beth Gudenkauf reviewed the agenda and shared her thoughts with Shirley prior to the meeting. Dawn Schrandt attended for the Marketing portion of the meeting.

Fundraising FY26 Financial Report: The committee reviewed the FY26 Fundraising Financial Report (included with this document). This spreadsheet lists the FY26 Fundraising events, showing income, expenses, and end result. Overall, it was a successful year.

Utilization of Fundraising Income: The committee discussed how fundraising income is utilized and if they had recommendations for Trust account allocations. They agreed that we should continue to fund Kanopy, Hoopla, Facebook Marketing, and hotspot expenses utilizing fundraising revenue. Shirley estimated the total for these items will be about \$12,400 for FY27 so the Committee is recommending we allocate all remaining fundraising income remaining income from fundraisers prior to FY25, funds from events no longer holding regularly, and remaining from older one-time events to fund these expenses.

Based on the financial report, approximately \$15,000 is raised annually through Fundraising events and activities. The Committee discussed potentially connecting these activities with specific needs but decided that was not necessary.

Love My Library: Shirley reported that she used all of the unspent LML funds from previous years, plus some from the 2026 donations to cover cost of printing and mailing in 2026. The total printing and mailing costs were \$1,871.17. The Committee agreed that all remaining donations should be used to fund items from the 2026 wish list. The committee was disappointed in the response to the 2026 campaign and will be reviewing and evaluating how it should be changed.

FY27 Fundraising Schedule: The Committee discussed the events and activities scheduled for FY27 and made some decisions for changes and fees. The brief schedule is attached with specific decisions for some activities documented below. The Committee also agreed that having one committee member be the primary facilitator for each event would help with efficiency so these responsibilities are noted on the schedule.

Craft-It-Up Fundraiser: This event is replacing 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 of all kinds 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 will decide on the minimum bid. The silent auction will be held from October 12 to November 22. Ribbons will be awarded – with library visitors voting for their favorites. The Donor Reception and start of voting for ribbons will be on Sunday, October 25. The Silent Auction will end at 3:00 pm on Sunday, November 22. Alex can work the close of the auction.

Halloween Trivia Night at O So Good: This event is scheduled for Friday, October 23 from 6:30—9:00 pm at O So Good Winery & Distillery. Details will be the same as the spring event: Purchase a table for up to six guests for \$120.00, a table for four for \$100.00, or a table for two for \$60.00. Tables include a

charcuterie board, dessert, and bottles of wine, or equal value in other drinks. The food and drink will be sized for the number of people at your table. There will be Halloween themed questions as well as general trivia and the contest will include some special twists, prizes, and giveaways. Costumes are encouraged and there will be prizes! Space is limited and tables must be purchased before October 21. In recent years, HyVee has been a partner for this event and donated a gift card for purchase of ingredients for the boards. Shirley will contact to see if they are interested in donating again.

Fit the Pieces Puzzle Competition: The fall event is scheduled for November 12 at Textile Brewery. Plans will be reviewed at the next Committee meeting.

Breakfast Burrito Grab and Go: The fall event is scheduled for Saturday, November 28 (Small Business / Shop Local Saturday) starting at 9 am. The committee agreed to change the price to \$10.00 for burrito or bowl. Fareway historically donates all supplies. Shirley will contact them to request donation.

Cookie Walk Fundraiser: Typically held the first weekend of December so this year will be 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. The committee decided to adjust the price to \$10.00 per dozen or \$18 for 2 dozen.

Merry Mingle Downtown Market: The Market will likely be held on 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. The Committee also recommends the library stay open until the market ends.

MARKETING:

FY27 Marketing Events and Activities: The Committee reviewed the FY27 Marketing Events and Activities plan (attached). After discussion it was decided to remove participation in the Merry Mingle / Holiday Parade. They plan to reach out to the Friends to see if they would be interested in partnering to create a traditional float for the St. Patrick's Day parade. No other changes were made.

Librarian's Report: The Committee reviewed the monthly librarian's report to see if there were changes they would recommend. The Committee would like the chart showing number of items added to the collection be changed to include a line graph that compares monthly and year to date information. Based on a question from a Council Member, they also talked about adding information about who uses the library: Dyersville tax payers and nonresidents. Currently, we track this for checkouts and the Board sees it quarterly (Contract Use Report) but it is not included in the monthly report. Shirley noted that we could track for some programs by asking for registration or people to sign in when attending – if the Board felt it would be useful information. The consensus of the committee was this might be interesting data if it was easy to collect but wasn't necessary as monthly information. Shirley will ask Danielle Will, who designed and has been updating this report, if she can add the graph about additions and will investigate options to collect use statistics by residence.

Annual Report: It is time to start working on the FY26 Annual Report. The committee reviewed the design and information from FY25. After discussion, the Committee would like the names of Board members and Staff members added to the report. They also want a page with photos and information featuring select special events. Dawn and Shirley will work on this and get a draft prepared before the end of September. The FY26 Annual Report should be on the October 13, 2026 Board Meeting Agenda. The “By the Numbers” bookmark will also be updated.

Schedule of Events: The committee briefly discussed the Monthly Schedule of Events but no specific changes were decided.

JKPL and Dubuque County Libraries Profile: Shirley shared statistical profiles provided by Garry Rowland, a retired librarian who managed Statistics and Standards at the State Library of Iowa from 1987-2008. He fed the Iowa Public Library Statistics FY25 into ChatGPT Pro and a County Profile about library service provided to residents of Dubuque County, and a specific JKPL Profile that compares the JKPL to 30 other libraries of like size. The JKPL ranks 1 or 2 when compared on six measures of library use. The committee thought this was impressive and worth sharing. These profiles are included with these notes.

Swag available: Some of the items we typically have for prizes, incentives, or to sell are gone so the committee reviewed what items we should purchase. They thought any of the following items would be great swag to have on hand, assuming it is within our budget: Post-it notes or notepads, Magnetic notepads, Magnetic bookmarks, Magnetic clip (heavy duty), Chip clips, Mini LED flashlights, Phone holders, Hard plastic cups. For anything that needs to be printed they suggested we look into Ink Splash as a source. Shirley also noted that Lisa Christopher will make t-shirts on the Cricut upon request. Dawn will research options and make purchases based on need and budget.

Next Meeting: To be decided