

**Capital Campaign Planning Kickoff Meeting Minutes**  
**Thursday, April 6, 2023 at 8:30 a.m. | North Shore Library**

Attending from Campaign Logistics Team: Tessa Bartels, Rhonda Gould, Sandy Grady, Greg Kabara, Catie Knight, Harriet Rothman, Eido Walny and Margaret Zitzer

Attending from McDonald Schaefer: Julie Cotter and Vanessa Holschbach

Unable to attend: Rebecca Wahlberg

Attending via Public Comment: Rob Cromwell

**1. Welcome and Introductions**

**ALL**

**2. Public Comment**

The meeting was opened for public comments. Rob Cromwell declined to participate but stayed for the duration of the meeting.

**3. Our Capital Campaign – *Building a Better North Shore Together***

- a. High level overview / project recap – Margaret and Rhonda shared an update of the project progress. This included a brief history, project timeline, leadership, donors, etc.
- b. Fundraising goal – there was discussion about changing the fundraising goal to be reflective of the total cost of the project (approx. \$14 million) with \$4 million already being donated in-kind by the developer. However, Julie will confirm those dollar amounts with the developer.

In addition, the campaign also received a generous pledge of \$1 million for the Children’s Section in memory of Sharon La Macchia.

Rhonda will send Julie a list of donors to date for the campaign to begin building out the campaign database.

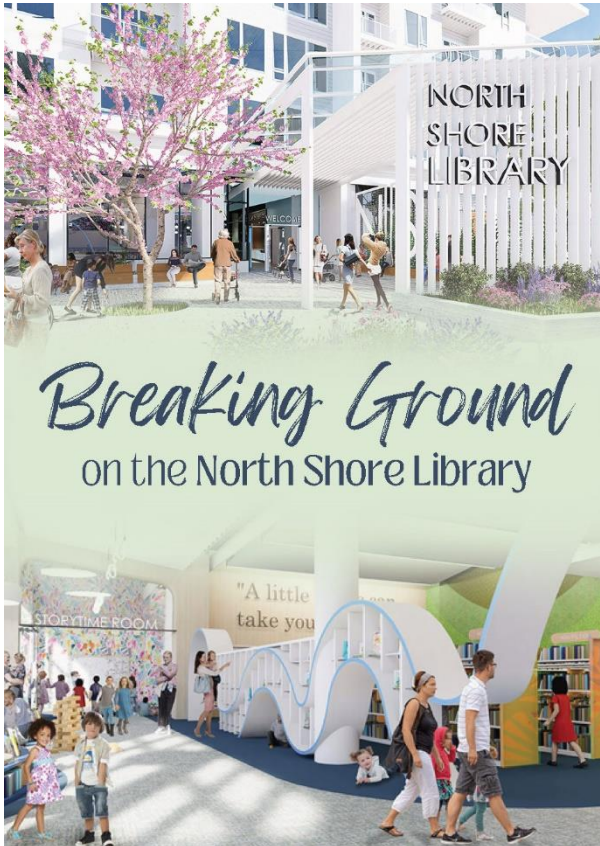
- c. Communications, marketing, and messaging – Julie has been reviewing the materials developed by Baker Street. There are a few revisions needed, Julie and Vanessa will update and then share with the group.

The NSL staff is working on a new website. The site includes information on the campaign. Julie to work the NSL team on messaging and updates about the campaign.

- d. Leadership involvement and recruitment – Margaret and Rhonda provided an update of who has been involved so far. Julie asked the attendees if they’d be interested in

serving on the “Logistics Committee” for the campaign. This committee will help recruit the campaign cabinet as well as provide feedback on the campaign infrastructure, communications, donors and leadership.

- e. Events – Margaret shared that the NSL Groundbreaking Event is Wednesday, May 10<sup>th</sup> at 11:30 a.m. (see below for invitation)



*North Shore Public Library*


Please join us in welcoming the  
North Shore Public Library  
to Bayside, WI

on Wednesday, May 10<sup>th</sup>  
Groundbreaking at 11:30 AM  
Reception to follow

at the OneNorth Development  
(where Port Washington Road  
meets Brown Deer Road)

Directions:  
turn East onto Glencoe Place  
from Port Washington Road

Please RSVP by  
Monday, May 1<sup>st</sup>  
at [bit.ly/3ZC8P4Q](http://bit.ly/3ZC8P4Q)  
or by scanning the  
QR code.



- 4. **Campaign Cornerstones** – Julie shared the four components of a successful campaign: Leadership, Major Donors, Communications and Campaign Office (infrastructure). Our meetings focusing on each of these components during the capital campaign.
- 5. **Next Steps** – Julie walked through the next steps for the group
  - a. Campaign Planning Phase – weekly standing meetings, TBD
  - b. Leadership
    - i. List Review
    - ii. Descriptions
    - iii. Recruitment, reengagement, and cabinet group orientation / training
  - c. Donors
    - i. Donors as of today
    - ii. Receive Top Donor Prospect Lists
    - iii. Identify “Top 25” Donor Prospects

d. Communications

- i. Update Existing Communication Pieces (campaign folder, etc.)
- ii. Messaging as we move forward – website, eflash, press releases, etc.
- iii. Develop Leadership Recruitment PowerPoint
- iv. Develop Donor Meeting PowerPoint
- e. Campaign Office Infrastructure Evaluation and Recommendations
- f. Dropbox Invitations and Campaign Efolders

**6. Adjourn**

cc: Library Board, Library Director, Library Staff, Library Bulletin Board, Library Website, Community Newspapers, Bayside, Fox Point, River Hills and Glendale City and Village Halls.

NOTE: Issues that require public input or for which citizens are present will receive priority on the agenda. If you require special services, please notify the library director in advance of the meeting.