

Mobile Library Task Force, West Fargo Public Library

Meeting Date: January 6th, 2021

Time: 5:00 P.M.

Place: Zoom Meeting:

<https://us02web.zoom.us/j/86816413551?pwd=ODMvdkR4b1FQSHpNSnBDTGhreU9zZz09>

Roll Call: Jodie Haring, Cailin Shovkoplyas, Stephanie Shea, Alison Ottesen, Paula Krogen.

Also attending: Carissa Hansen, Library Director, Ellen Rossow, Library Communication Specialist, Lauren Nephew, Youth Services Manager.

1. Call to Order

Haring called the meeting to order.

2. Approve order of Agenda

Ottesen moved and Shea seconded to approve order of the agenda. No opposition. Motion carried.

3. Consent Agenda Approve The Following:

- a. None

Regular Agenda:

1. Introductions and Orientation to the West Fargo Public Library & Little Red Reading Bus

- Carissa Hansen (WFPL Director), Ellen Rossow (WFPL Communication Specialist), Lauren Nephew (WFPL Youth Services Manager), Cailin Shovkoplyas (West Fargo School District Resident), Jodie Haring (WFPL Board of Directors), Stephanie Shea (Friends of the West Fargo Public Library), Alison Ottesen (West Fargo Education Foundation), Paula Krogen (West Fargo Public Schools.)
- Hansen gave an introduction on the LRRB and the SRP's past, mission and community feedback. Help will be needed in gathering input on the needs and lives of WF families. Staff are looking to the Task Force to be a voice of the community and represent community needs.
- The Task Force members discussed the priorities of the Mobile Library Task Force as well as a fundraising campaign planned for Giving Hearts Day. This campaign will support improvements for the Little Red Reading Bus and a Kindergarten-readiness initiative that would go along with the programming happening on the bus in the summer of 2021.
- In preparation for the February meeting, the Task Force members should decide on how to divide up some of the help with the Giving Hearts Day and some of the help with the planning summer service goals or outcomes. The Library staff should meet with some members of the Task Force in January to get their insights into the needs and interests of kids and parents.
- Shea spoke about the deadline for the Parks catalog and the next steps in figuring out a plan. Shea mentioned that mid-February is the date the Parks will need the info for the

catalog. This will be a good opportunity to advertise the merge between the WFPL and the LRRB. Shea will reach out to figure out the deadline.

2. Election of Task Force Chair and Vice Chair **(Action)**

- Haring called for officers to represent the Task Force. Hansen recommended Stephanie Shea to serve as Chair of the Mobile Library Task Force. Shovkopyas moved and Krogen seconded to elect Stephanie Shea as Chair of the Mobile Library Task Force and Jodie Haring as Vice Chair. No opposition. Motion carried.

3. Selection of Regular Meeting Date and Time **(Action)**

- Hansen asked if the first Wednesday of the month at 5:00 p.m. will continue to work. Shea moved and Ottesen seconded to set the regular meeting date and time of the Mobile Library Task Force to be the first Wednesday of the month at 5:00 p.m. No opposition. Motion carried.

4. Orientation to Giving Hearts Day and Discussion of Task Force Action Items

- Giving Hearts Day is coming up soon. The next steps and action items will need to be prepared quickly. . Hansen gave background information on Giving Hearts Day. This campaign is a large community wide 24-hour charity event. This will be the third year the LRRB is taking part. Primary campaign goal is \$15,000 to support Ready to Read and LRRB. Nephew gave an overview of Ready to Read initiative. Secondary Campaign Goals: 50 new donors, 50% retained donors, \$7500 of total given as match gifts, and continue to build relationships with current LRRB and WFPL sponsors.
- Rossow gave an overview on the campaign tactics. Ambassador program kits will be provided to those that sign up on our WFPL website. These kits will be available at the end of January. Pre-campaign promotion goes out next week. Help will be needed for communicating with past donors regarding matches. The campaign video will be available January 25th with press release and direct emails to stakeholders. Giving Hearts Day is February 11th. February 1st-11th there will be a large social media campaign with live videos leading up to and on Giving Hearts Day. . After Giving Hearts Day, thank you cards should be sent to everyone that donated. Help and support will be needed once the time comes closer. Rossow also discussed Giving Hearts Day talking points for discussions with donors
- Shea discussed the past LRRB donors and discussed possible donors. A suggestion was made to reach out to PTA/PTO groups as well.
- Hansen proposed the next steps: Shea and Ottesen to review the current list for who to email about match donations and offered a follow up call or meeting if they would like. Any additional ideas for donors can be sent to Hansen. Krogen and Shovkopyas will meet with the WFPL programming staff to provide community perspective on what is needed from the LRRB service and summer reading program.

5. Other Business

- No other business.

6. Adjourn

- Shovkoplyas moved to adjourn, Ottesen seconded. No opposition. Meeting adjourned.
Next meeting: 5:00 P.M., Wednesday February 3rd 2021.