



Antigo Public Library
617 Clermont Street
Antigo, WI 54409

715-623-3724
www.antigopl.org

Antigo Public Library Foundation
Thursday, April 19, 2018
Minutes

Members present: Denning, Hermolin, Jopek, Prunty and Rhode and Spsychalla Absent: Hardin and Martinsen Also present: Dominic Frandrup, Director, Brady Koss, Financial Advisor, and Maria Pregler, Assistant Director.

The meeting was called to order by Rhode at 6:00 p.m. at the Antigo Public Library, 617 Clermont St., Antigo, WI.

Minutes. Jopek moved to approve the minutes of the January 16, 2018 board meeting; Denning seconded. Carried.

Financials. Jopek moved to approve the financial reports from October 2017 thru March 2018 as prepared by Hardin. Hermolin seconded. Carried.

Financial Update. Koss broke down the investments over the last two years. In 2016 the Foundation's account had a 9.3% return with 52% invested to match the stock market, and in 2017 there was a 7.3 % return with 60% invested. Over the two years there was a use of \$27,000 for library projects. Koss asked about possible money needs for 2018. Frandrup stated with the current projects in mind he could foresee around \$2,500 being needed. Koss recommended minimizing risk by transferring \$15,000 to a bond fund with a 3-4% return, and another \$15,000 to a lower risk equity which would have a 12-18 month gain period. Koss stated that Hardin is the authorized person to give the go ahead for transferring funds, and he will have to discuss these options with him as well. Koss also clarified that there is no cost to transfer these funds. Hermolin moved to authorize the changes recommended by Koss, subject to Hardin's review. Jopek seconded. Carried.

Ava partnership and picture rail project. Frandrup stated that he would like to install a picture rail inside the library for displaying artwork and that he had asked AVA to contribute some money towards the project. Jim Martinsen of AVA contacted him and let him know that AVA is not interested in contributing money towards the cost of the picture rail, so Frandrup is exploring other avenues of interest. Hermolin stated that during the AVA meeting the impression was that the library was asking AVA to pay the entire \$2,000 for the project. Frandrup stated he would clarify his intent with Martinsen. Jopek suggested that Frandrup look into a partnership with LA arts as well. Spsychalla moved to authorize Frandrup to use \$2,000 of the Foundation funds to complete the picture rail project if AVA does not agree to contribute. Prunty seconded. Jopek opposed. Carried.

Marketing materials. Frandrup stated that the library board has approved a new logo for the library and he would like to start rebranding the library bookmobile, out door drop boxes with



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the new logo. Frandrup also stated he would like to have window clings created for the Little Free Library partnerships around town. The total cost of everything would be around \$500 and Clermont Printing will print everything, as well as take the old logo off of the bookmobile and replace it with the new. Jopek suggested looking into South Side Graphics as a second option for the bookmobile. Spychalla moved to approve the use of Foundation funds to replace existing library logos. Hermolin seconded. Carried.

Frandrup present the Foundation board with two new Foundation logos created by Craig Pilecky and asked for a vote. This logo would be replaced on all letterhead and event flyers. The board voted for the logo that looks like a book with “APL Foundation” on the cover/spine.

Speaker fees and schedule. Hermolin mentioned he spoke to the Craft Beer presenter. The presenter is asking for \$300 plus expenses; however, the expenses may lessen depending on where he is presenting before and/or after Antigo. The board decided to table his event until another programming meeting can be scheduled. Spychalla mentioned he has been in contact with Randy Stoeker who is a UW-speaker on the topic of rural communities who attract young adults. The UW Speakers Bureau is of no cost to the library. Frandrup will contact him about possible speaking dates. Koss suggested inviting some decision-making industries of Langlade County to this engagement. Prunty suggested having more than one session. Rhode suggested moving the engagement to a bigger location due to the number of citizens concerned about this topic.

Next Meeting Date

The next meeting of the Foundation board will be on Tuesday, July 10, 2018 at 6:00 p.m.

Hermolin moved to adjourn the meeting; Prunty seconded. Carried. The meeting was adjourned at 7:05 p.m.

Respectfully Submitted,

Maria Pregler
Assistant Director