

A stylized landscape illustration featuring rolling green hills in the foreground and background. On the left, there is a green tree, a purple flower, and some orange foliage. A small red bird is flying in the sky above the tree. A winding path leads through the hills. The sky is composed of horizontal bands of blue and white. The title 'Community Engagement' is written in a large, brown, cursive font in the upper right area.

# Community Engagement

By Amanda O'Neal & Kelly Nelson  
Winneconne Public Library

# A little about Amanda

- Degree in Meeting & Event Management
- Married to my husband of 9 years. 1 child and 1 dog
- Children's Librarian at Winneconne Public Library for 5 years



# A little about Kelly

- Degree in Business Administration
- Married to my husband of 23 years. 2 children and 2 dogs
- Marketing Coordinator at the Winneconne Library for 8 years





# The Winneconne Public Library

- Staff of 4
- Village of Winneconne Population approx. 2,500+
- Serve approx. 6,000 in and around our community



**Holly Selwitschka** - Director

**Kelly Nelson** - Marketing  
Coordinator

**Amanda O'Neal** - Children's  
Librarian

**Tracy Aerts** - Customer Service  
Specialist

# Partnerships



*Schools*

*HS Student Council*

*Daycares*

*Micro Brewery*

*Community Helpers*

*Community Events*

*Minor League Baseball Team*

*PAC Performing Arts Center*

*Dedicated Patrons*

*Local Artist Emily Reetz*

*Local Businesses*

*WLUK & NBC 26*

*Neenah Animal Shelter*

*Historical Society*

*Jubricosa Theatre*

*Authors*



## Elementary School

### Class Visits –

- Started with 2 classes a month
- Now 13 class visits a month. 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> grade classes
- Live 3<sup>rd</sup> grade Wax Museum Preview

### New 4k

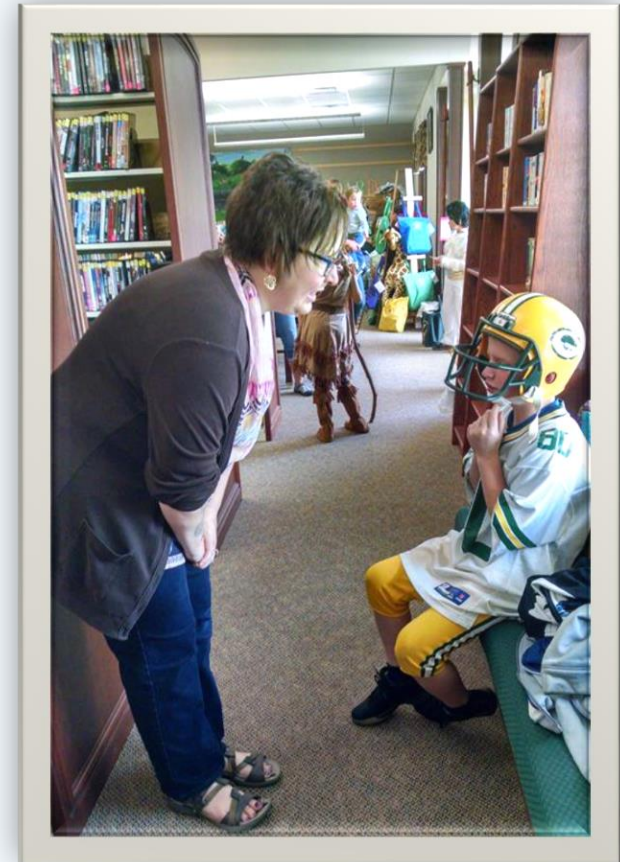
- 4k program started two years ago
- Need hours of Community Outreach
- Family Movie Night, Clifford's Birthday & Paws & Relax

## High School

- Teen Book Club
- Student Council
- Participation in Homecoming Parade
- Upcoming 4<sup>th</sup> annual Jingle Book Bash

# Schools

Partnerships with our local schools are the most important relationship we have.



# 4K Events



Clifford's 54<sup>th</sup>  
Birthday Party



Paws & Relax



Movie Night



## The Learning Center & St. Paul's

- Communication on a weekly/monthly basis
- Room Cards
- Summer Reading Program
- Marketing
- Storytime

## Daycares

We have 2 large daycares in walking distance to our library





# Winneconne Partnerships



Coach Buelow and the  
HS Basketball Team



Winneconne Police &  
Fire Departments



Winneconne Historical  
Society

# Outside Winneconne Partnerships



Culver's of Neenah



Fang from the  
Timber Rattlers



Lawrence University  
Fencing Team





## Fox 11

*Celebrating the library's 100<sup>th</sup> birthday led to a continuing friendship with WLUK Fox 11*





# Jingle Book Bash

2017- Polar Express

2016- The Grinch who Stole Christmas

2015-Santas's Wacky Toyshop with author Dennis Rockhill

2014- Musher & Dog Sled Rides



# Studio 136

"Whoville Hair Salon"





# Beiser Realty & Go Fetch



*Max's Doghouse Building Contest*





# A true community event



*Student Council hosts children's crafts, hot chocolate bar, and a chance to meet Santa.*



*Craft Fair in the gym*

- **Library & Student Council** : Team up to decide theme and special activity
- **Library**: Scholastic Book Sale
- **Student Council**: kids crafts and hot chocolate bar
- **Friends of the Library**: Craft fair & coffee bar
- **Girl Scouts**: Gift wrapping
- **Key Club**: Bake Sale
- **Daycare(TLC)**: Christmas concert
- **HS Band**: Music
- **Local businesses and PTA** sponsor and support with additional programs, and funds to provide raffle baskets and activities.



A stylized landscape illustration featuring rolling green hills in the foreground, a small tree with a brown trunk and a large, rounded, multi-colored canopy (purple, pink, and dark purple) on the left, and a background of light blue and white wavy bands representing a sky or distant hills. The text is centered in the middle ground.

# *Library Partnership With Bare Bones Brewery*



# WINNECONNE PUBLIC LIBRARY PARTNERS WITH LOCAL BREWERY

Front (l to r): Lee Reiherzer, Oshkosh Beer Blogger/Historian, Patti and Dan Dringoli, owners of Bare Bones Brewery  
Middle (l to r): Tracy Aerts, Winneconne Public Library  
Back (l to r): Kelly Nelson, Amanda O'Neal and Holly Selwitschka, Winneconne Public Library


Libraries have had to evolve over time to remain relevant. For the Winneconne Public Library, that meant establishing community partnerships.

"We are very involved in our community — I think that is a product of being a small library," says Kelly Nelson, marketing specialist for the Winneconne Public Library. "We are more than a library that lends out books. We are a community center."

Nelson initially came up with the idea of making a free library and stocking books in Bare Bones Brewery, a brewery located between Oshkosh and Winneconne, for patrons to read as they are having a beer. As she considered more ways to work with Bare Bones Brewery, Nelson stumbled upon a blog posting, "There Was a Brewery in Winneconne," written by Oshkosh author and craft beer enthusiast Lee Reiherzer. Nelson adds, "The blog stated there used to be a brewery on the bank of the Wolf River, just down from the library."

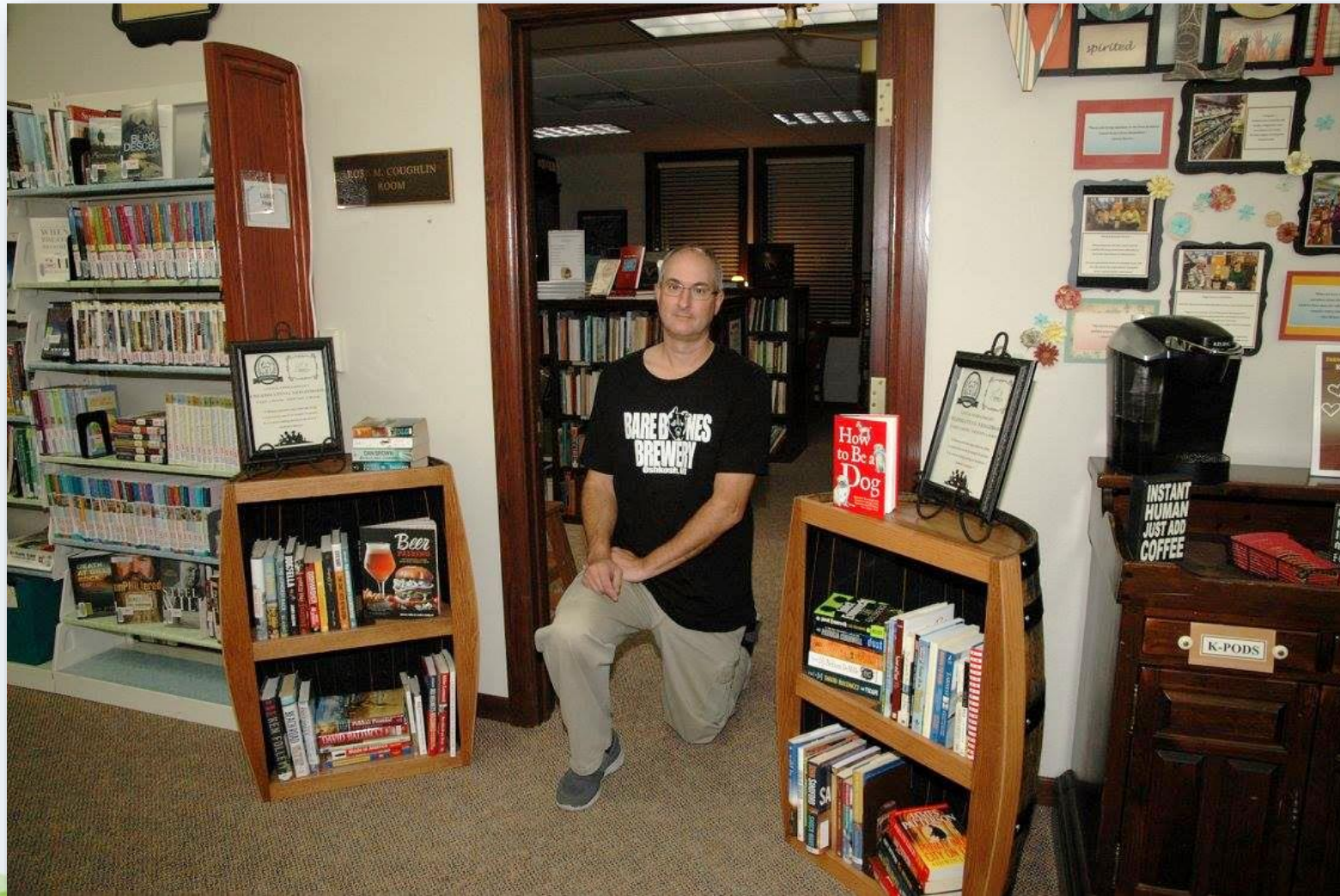
After doing some research, Nelson discovered Winneconne Brewery was run by Theodore and Katharina Yager from 1867-1884. She approached the Bare Bones Brewery and asked if they'd be willing to resurrect a historic brew with the help of Reiherzer. "They were all for it," says Nelson.

Reiherzer has knowledge of the old brewing practices and will help Bare Bones Brewery come up with the recipe. The beer will be revealed at Winneconne's 2017 Sovereign State Days, which happens to be the festival's 50th anniversary and the 150th anniversary of the opening of Winneconne Brewery.

The library is excited to be collaborating on the historical project and bringing something special to Winneconne. "We are always trying to be community-minded," adds Nelson. "This is a great opportunity for us to make history come alive." 



# Roll out the Barrel Bookshelves



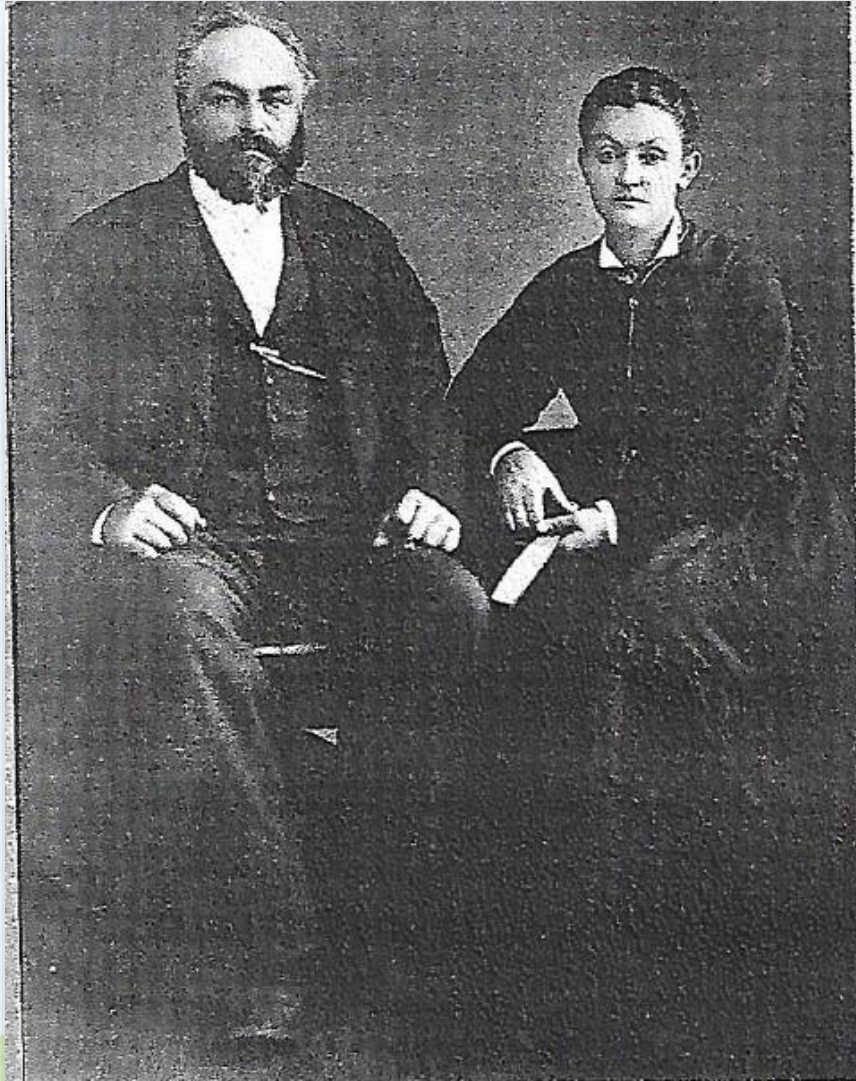


# Beard & Moustache Contest @ Library & Visit to Micro Brewery





# Theodore & Katharina Yager of the Winneconne Brewery, 1867-1884





# History Happy Hour River Boat Cruise





# Sovereign State Days 2017







Iconic  
Winneconne  
Illustrated by  
Digital Artist  
Emily Reetz







# Authors

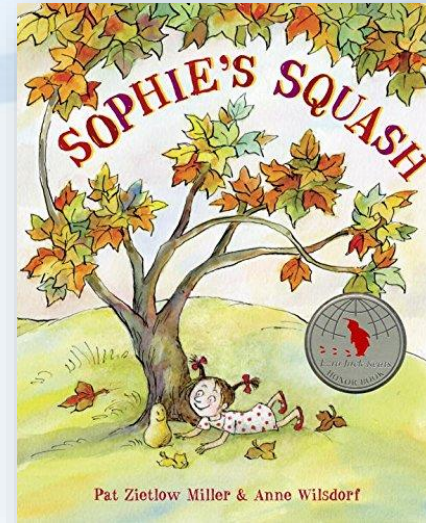
Pat Zietlow Miller

Dennis Rockhill

Patricia McConnell

Nancy Zieman

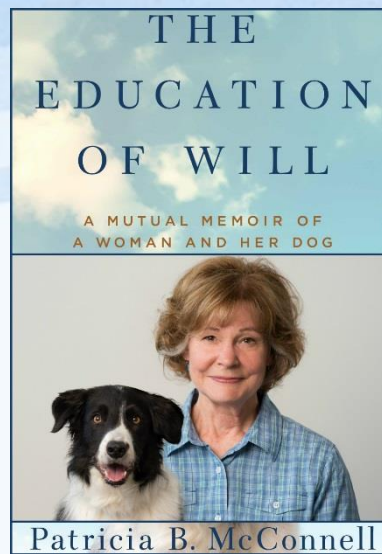




## Pat Zietlow Miller



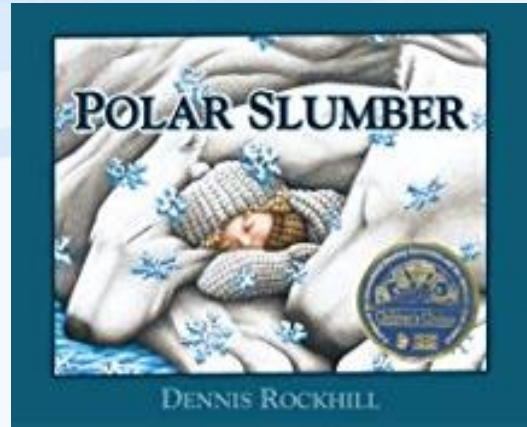




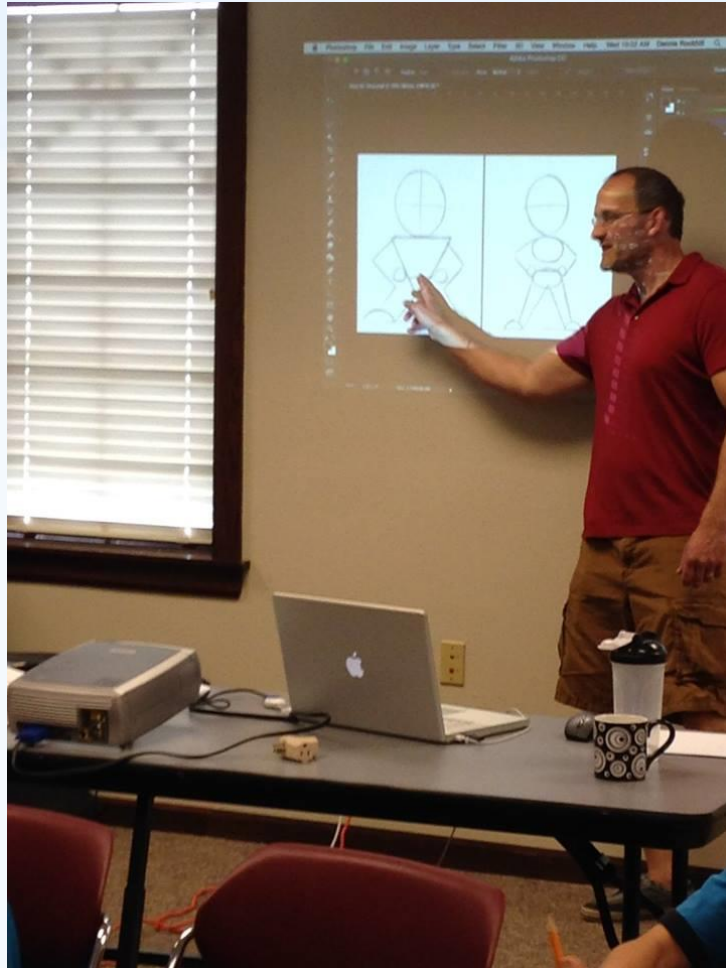
*Dr. Patricia McConnell*







Dennis Rockhill





- Reach Out!
- Work together
- Stay in Touch
- Focus on what benefits the community
- Work as a team
- Play to the strengths of our teammates

How We  
Do It



*Thank You!*

