

**Lower Level Renovation Joint Fundraising Meeting
Library Trustees, Lower Level Renovation Committee, and Friends of the BFL
In Meeting Room B, Municipal Building, 10 Grandview Road**

**April 1, 2015
APPROVED**

Present: Mark Leven (Foundation Director, LLRC Chair), Tom Ives (Trustee, LLRC), Rita Morrison (President Friends of the BFL), Christine Carey (Trustee, Friend of the BFL, LLRC), Paul Rizzi (Foundation, LLRC), Paris Awalt (Trustee, LLRC), Eric Anderson (Foundation, LLRC), Lori Fisher (Library Director), Ann Hoey (Trustee), Colleen Haggerty (Foundation, LLRC), Jeff Kipperman (LLRC), Gary Nylan (Bow Heritage Committee, LLRC)

Meeting called to order: 7:00 pm by Mark Leven.

Review of Minutes: The minutes from January 21, 2015 LLRC meeting were reviewed. A few changes were made concerning the members' titles in various groups. Mark Leven moved to accept them as amended, Jeff Kipperman seconded, and the minutes were approved.

LLRC Structure and Mission Overview:

Mark Leven addressed the group concerning the format of the LLRC, its potential subcommittees, and its overall mission. Mark handed out a telephone list for all of the LLRC members, stressing that communication is key, and that work between meetings and talking to other subcommittees before getting together as a larger group will greatly increase the effectiveness of the group as a whole. Mark said progress is the motto, and that we must finish the fundraising before the next town meeting. We are at over 50% of our goal now.

Phase 1 Overview and Progress/Review New Project Timeline:

Lori Fisher updated the group about the phase 1 construction that has just started - Trustees signed a contract with Cobb Hill to start phase 1, which began on March 26, and includes the elevator replacement, widening the interior stairway, the Heritage room, two study rooms, and an area of refuge. The library does have adequate parking spaces for this phase, as the large meeting room will not be worked on/completed in this phase. Phase 1 should be done on or around May 1 with installation of the elevator. There have been some complaints of noise with construction, but those have been addressed by trying to limit the noisiest work to before the library opens in the morning. Lori has construction meetings every Monday at 10am with Cobb Hill. We are on track for timeline and money. A second egress will have to be done in the second stage of construction rather than in the first phase, which saves us cost now, but will add it on at the second phase.

A new timeline is handed out and reviewed by Mark Leven (*see timeline at end of minutes). Mark noted again that we will ask for the last portion of the money from the town at the town meeting next year, so we need to be finished with fundraising by then.

Lori told the group feedback about the project has been positive both from the town and from the patrons as it is the only project in the town that is going forward. Lori noted that we really need to stick to our promise for fundraising and we need to continue to be very transparent. If we don't have 90% of the funds by January (which is when the warrant goes in to the town) then we may have to withdraw warrant.

Gary Nysten suggested putting info in the Bow Times - Lori agreed and notes she has publicity with every news source she could think of.

Mark Leven introduced a list of LLRC subcommittees with possible missions and members, which was then reviewed by the group.

1) Fundraising/Solicitation sub-committee - Mark Leven (Chair), Paul Rizzi, Peter Bloomfield, Tom Ives, Gary Nysten.

The tasks for this committee were reviewed, and include continued reviewing possible donors list, reaching out to define naming wishes of donors, determining other methods of solicitation (such as bricks outside of the library with names), and deciding on community wide event/solicitation such as a mailing, which they would communicate to the PR subcommittee about implementing.

Mark handed out a revised naming opportunities list which totals \$150,000 and which he noted can be flexible according to the desires of the donors. Lori noted that some of the plaques could be up as soon as June. The Trustees will have to implement the plaques once the fundraising committee has figured out what the donors would like.

2) PR/Communications sub-committee - Eric Anderson (Chair), Christine Carey, Lori Fisher, Jeff Kipperman.

The tasks for this committee include immediate revising/reviewing case statement and FAQ - we need a week to get these reprinted so we can put together new solicitation packages. We will need at least 100 copies. A business mailer, as approved by the Fundraising committee, will need to be discussed. The group will consider designing a "coupon" (for sending in with a check) that could be put in newspapers such as the Bow Times, as suggested by Gary Nysten.

3) Events sub-committee - Ann Hoey (Chair), Paris Awalt, Colleen Haggerty, Rita Morrison.

The tasks for this committee include considering/coordinating Mark Leven's suggestion of a grand tour/thank you/reception of new area for major donors after phase one is complete. Mark Leven also suggested a wine and cheese event, such as the one Tom Ives went to for the Warner library, which included a silent auction of solicited local artwork.

The group as a whole suggested and discussed other possible fundraising suggestions including high school senior projects, although they need close supervision as they will be representing us as a group. The idea of a graphic outside the library showing how much has been raised to date was brought up. The PR sub-committee will look into it.

4) Parking sub-committee - Tom Ives (Chair), Mark Leven, Peter Bloomfield, David Withers.

Tasks for this subcommittee include finalizing the agreement about parking with the church, and deciding with them on walkway placement. A contractor is already lined up. This group will also meet with Bill Klubben (Town Planning) to discuss the process for getting approval for a parking variance for phase 2 of the project. They will also communicate with Attorney Uchida during the process.

Tasks from meeting with Terry Knowles: Terry Knowles noted that a list of solicitors must be authorized by Foundation with a letter, which the Foundation will draw up and distribute. Terry also said there needs to be an official investment strategy for the funds for the foundation, which Mark Leven is drawing up, and which will include that the monies will be put in an FDIC insured, highly liquid bank account. Colleen Haggerty will help work on the investment statement.

Finishing Private Fundraising and Parking Update agenda items were addressed in sub-committee assignments and discussions, above.

There was no new business or public comment.

The next meeting will be Wednesday, May 6th, at 7pm in the Municipal Building.

Meeting adjourned: 8:20pm, by Mark Leven.

Respectfully submitted,
Christine Carey

*Time Line:

**Lower Level Renovation Fundraising Timeline
2015-2016**

3/11/2015	Town Meeting: Request for \$50,000 toward LLR project approved. Total town allocation to date is \$250,000. \$161,000 raised privately to date. \$139,000 left to raise
3/26/2015	Phase 1 renovations begin
5/1/2015	Phase 1 renovations complete
5/2015	EVENT: Preview of Phase 1 renovations for donors of project
6/19/2015	Public unveiling of Phase 1 renovations in conjunction with

Summer Reading Kick off, 4 p.m. to 7 p.m.

- 7/2015** Tour of Phase 1 for CIP Committee? (2016/17 Warrant article request for final \$50,000 submitted in June 2015)
- 10/2015** Should have 75% of \$139,000 raised, or \$105,000
2016/17 Budget meeting with BOS and Budget Committee
- 11/2015** EVENT: Major public fundraising event?
- 12/2015** Large public fundraising push prior to holidays (in conjunction with or substituting for usual Holiday Giving Tree)
- 1/2016** Should have 90% of \$139,000 raised, or \$125,000
2016/17 Budget meeting with Budget Committee
- 3/9/2016** 2016 Town Meeting: request final \$50,000 from Town
Should have 100% of \$139,000 raised privately
- 4/15/2016** Phase 2 renovations begin