

**Lower Level Renovation Joint Fundraising Meeting**  
**Library Trustees, Lower Level Renovation Committee, and Friends of BFL**  
**Monday, 4/15/2013**  
**FINAL**

**Present:** Lori Fisher (Library Director), Rita Morrison (President, Friends of the BFL), Gary Nysten (LLRC), Christine Carey (Friends of the BFL), Eric Anderson (LLRC), Tom Ives (Trustee, LLRC), Mark Leven (Trustee), Ann Hoey (Trustee), Ingrid White (Trustee, LLRC)

**Also present:** Leah Shuldiner, LCS Associates

**Meeting called to order:** 5:05pm by Tom Ives.

**Minutes:** The minutes from 3/27/13 meeting were reviewed and approved.

**Messaging subcommittee report:** Lori Fisher reviewed the case statement changes, including the slogan and text editing. Eric Anderson reviewed the formatting.

Ingrid White discussed putting more about Henry Baker into the case statement. She brought in a draft of example text that could be used. There is general discussion about the rest of the text. The messaging committee will meet before the next meeting to finalize the changes.

**Foundation subcommittee report:** Mark Leven reviews recent meeting of the subcommittee with \*\*\*\*\* A questionnaire was filled out and a draft document is pending to submit for 501(c)3 status. Terry Knowles will be coming in on the 18th to discuss the foundation at 5pm at Town Hall. The subcommittee is hoping to get approval by June.

**Recruitment of additional LLRC members:** Tom Ives has approached two people with fundraising experience and is awaiting responses from them.

**Parking subcommittee report:** Mark Leven drafted a letter to send to the library abutters explaining our parking situation. The text was discussed and small modifications were made. Tom Ives motioned to approve, and Rita Morrison seconded the motion. The motion passed to accept the letter with changes and send to abutters as identified by the committee.

**Fundraising time line:** Lori Fisher presented a revised time-line (see end of minutes) which was reviewed and discussed. No significant changes were made.

**Pledge card:** Draft was reviewed, including donation amounts, naming opportunities, and format. The draft will be revised and reviewed by the committee at the next meeting.

**Solicitation training:** Possible dates were reviewed for a 2 hour training with Leah Shuldiner. The first date was set for **Wednesday, 5/22/13, at 5pm** in the library meeting room. The second date in June (6/5, 6/10, 6/17, 6/18) is pending.

**Volunteer Administrative Assistant:** Ingrid White has discussed the position with a possible candidate. The committee discussed posting an official volunteer position listing. The trustees plan to meet the potential candidate at their next meeting.

The meeting was adjourned at 7:06pm.

Respectfully submitted,  
Christine Carey

**THE NEXT MEETING IS WEDNESDAY, 5/8/13 AT 6:30PM IN THE MEETING ROOM AFTER THE TRUSTEES MEETING.**

\*\*\*\*\*

**DRAFT LOWER LEVEL RENOVATION FUNDRAISING TIMELINE  
2013-2014**

by 5/10/13 Case statement, FAQ page, and pledge cards printed, ready for first solicitation training. Elevator speech also finalized.

5/13-6/18/13 Solicitation training by Leah Shuldiner for all fundraising volunteers (at least two sessions, one in May and one in June)

by 5/24/13 Finalize additional fundraising volunteer commitments and schedule them to attend solicitation training

6/1/13 Major gift solicitations begin

by 6/30/13      Foundation established and ready to accept major gifts

9/2013          First Fundraising Event; kick off for public phase of fundraising?

12/31/13        Major gifts solicitations complete

3/12/2014      Town Meeting: Goal to have \$200,000 raised privately

10/14            Second Fundraising Event: 100 Year Anniversary Celebration on  
10/29/2014

12/31/14        Finish fundraising campaign

3/12/2015      Town Meeting: Request rest of monies needed to start renovation

7/1/2015        Renovation of lower level begins!