

**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
May 6th, 2015**

Present: Mark Leven (Foundation Director, LLRC Chair), Tom Ives (Trustee, LLRC), Peter Bloomfield (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), David Withers (Trustee, LLRC), Bill Cohen (Foundation, LLRC)

Meeting called to order: 7:24 pm by Mark Leven.

Review of Minutes: The minutes from April 1, 2015 LLRC meeting were reviewed. Mark Leven moved to accept them, Paul Rizzi seconded, and the minutes were approved.

Phase 1 Overview and Progress: Lori Fisher told the committee that the first phase is almost complete. They have had the last construction meeting, are about to put down the treads on the steps, and on May 18th will have the final full inspection of the construction and elevator. Shortly after that the cleaning crew will come in, and then the reception for donors will be held on May 27th. The official opening will be June 19th with the beginning of the summer reading program. We are tentatively coming in under budget.

Foundation Board Report: Mark Leven updated the group about the Foundation's most recent meeting - the Memorandum of Understanding between the Library and the Foundation was reviewed and approved and the Foundation agreed to pay for both the name plaques for donor recognition and for the donor tree - all of which should be in place by the June 19th opening. He also noted several large donations that have come in to the Foundation.

PR Sub-committee Report: Eric Anderson presented the group with the revised and reprinted FAQ and case statements that will be included in donor solicitation packages and to the general public. He also showed the rough drafts of the business and community mailers which will be finalized by the PR subcommittee next week and presented to the Trustees. Jeff Kipperman on the PR sub-committee has reviewed the pledge card, and Gary Nylén is working on a coupon for the Bow Times. Lori, who is also on the PR subcommittee, showed the examples of the naming plaques and of the donor recognition tree, as well as a picture of the donation book thermometer that was constructed by Mark Leven and which is in front of the library. Eric also showed photos of the library presentations to the Bow Business to Business meeting at the library, as well as photos of the rooms that will be finished in phase 2 of the lower level project. Paul Rizzi asked if we can add some of the pictures of the rooms and of the donor tree,

etc. to our various media projects and events, and possibly in the Bow Times. The PR committee will work on that with Lori. The PR group will also develop a public pledge card for lower dollar amounts.

The group discussed and agreed that the business and the community mailers should go out according to a schedule to be determined by the Fundraising sub-committee. The Fundraising subcommittee felt that the best time for sending out the mailings would be in July for the business one and in September for the community one. The next PR sub-committee meeting is May 11.

Events Sub-committee: Ann Hoey showed the group the invitation to the May 27th donor event organized by their sub-committee for 5:30-7:30 at the library. Light refreshments will be served, and the lower level will be toured. The invitations will go out this Friday (May 8th). There will be live harp music provided. Anyone solicited within the next few weeks and with a positive response will also be invited. Mark will do a slide show and the floor plan from the architect will be up, similar to at the Business to Business event. The donors of \$500 or more will be invited. Further discussion of the business and community mailers - the Fundraising sub-committee will determine the schedule for mailing, and the PR subcommittee will hand off the finalized mailers to the Events subcommittee for the mailing itself.

Fundraising Sub-committee: Mark Leven tells the group that the Foundation/Fundraising sub-committee has received several more donations - one memorial donation towards the Bow Heritage room, one from Chuck Douglas for the Bow Times, and another from Eric Anderson and his wife to name the stage. Mark noted that the original possible donor list still has some raw material to work with, so the Fundraising sub-committee plans to review it and target approximately 10 potential donors each.

Jeff Kipperman asked the group where we are expecting the most donor money to come from - Mark says we have not set specific goals such as how much from individuals vs businesses vs events.

Mark shared with the group that he also went to fundraising class at the Audubon which was very helpful - he noted that the class stressed the need to work on follow-up, especially for those who have pledged already. On that note, Tom Ives brings up that the Bow Rotary has not given their money in yet - after discussion among the group it is thought possible that the Rotary expects to give the money with the second phase of the project, and that maybe we have not yet approached them officially to asked them to pay their pledge. Jeff Kipperman will talk to the Rotary president about this. Mark Leven will put a draft letter for a reminder-of-pledge together.

Parking Sub-committee: Tom Ives tells the group that all agreements are done, the church has signed a contract, and the path between buildings is still pending. Mark Leven is going to the town to get approval for non-standard parking. Attorney Uchida will meet with us and with the town attorney to do this Thursday at 2pm.

There was no new business or public comment.

The next meeting will be Wednesday, June 3rd, at 7pm in the Municipal Building.

Meeting adjourned: 8:12 pm, by Mark Leven.

Respectfully submitted,
Christine Carey