

**Lower Level Renovation Joint Fundraising Meeting  
Library Trustees, Lower Level Renovation Committee, and Friends of the BFL  
Wednesday, 5/8/2013  
APPROVED**

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

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

**Meeting called to order:** 6:33pm by Tom Ives.

**Minutes:** The minutes from the 4/15/13 meeting were reviewed and approved.

**Messaging subcommittee report:**

Case statement - Lori Fisher presented the most recent changes to the case statement. The changes were reviewed and Mark Leven motioned to accept the final draft of the case statement. Rita Morrison seconded the motion, and the motion was approved. The group discussed printing 500 with Town and Country by a goal date of 5/24. The group will compile a list of town events for distribution of the case statement.

Question and answer document - Lori Fisher passed out the first draft of the question and answer document to be reviewed by the group before next meeting.

Norm Williams discussed the subject of a sales pitch, and gave some examples of how to put our message more positively, building on the popularity of the library. The group discussed where to put this type of message. Norm will type up his suggestions which the group may use in our case presentations or on the question and answer document.

Website tasks discussion - Lori Fisher discussed getting the website ready and to the point where it can accept donations. We need to develop text, pictures, and 3-d imaging that we can use for ourselves and for presentations. There is a general discussion about delaying putting a pay-pal donation button on the website until the general open fundraising begins. The messaging committee subcommittee will work on the information to be put on the site at their next meeting.

Norm Williams asked Leah Shuldiner how we should respond to some one who says they want to make a gift. Leah reviewed how we should respond enthusiastically, assess what the capacity is of the potential donor. If it is a potential "prospect" (\$1000 or more) you try to make an appointment to sit down and talk with them to make the big pitch.

**Foundation establishment update:** Ingrid White said the name is registered and the articles have been drafted by Jim Hatem. The foundation should be ready about 45 days after submission.

**Pledge card:** Ingrid White presented the pledge card draft, and the changes were reviewed. There was a discussion about naming opportunities such as \$100,000 for naming whole Lower level. A more final draft will be prepared for the fundraising training sessions.

**Parking subcommittee update:** Tom Ives reviewed that the letter for abutters was done and the names of the abutters gotten. The letters will go out next week and then the abutters will be contacted personally.

**Volunteer Administrative Assistant position:** Ingrid White is continuing to work on getting a blurb for the position to go in the Concord Monitor and on the web site.

**Bow Heritage Day:** Mark Leven asked about volunteers to man a booth for the Bow Heritage Day event on June 15.

**Establish Event Committee re: Breakfast/fall event:** Lori Fisher asked that the group establish an event committee to help with setting up the breakfast meetings and a fall event. Leah Shuldiner reviewed how the breakfasts would work - she suggested each one should be manned by a trustee. Mark Leven suggested that the administrative assistant could do some of the leg work. Ann Hoey suggested approaching the high school about a senior doing the fall event for their senior project. The event committee was not officially formed, but steps were made to get things arranged for a first breakfast meeting that will probably include invitations to the Rotary.

Next meeting date will be **Wednesday, 6/12/13 at 6:30pm.**  
The first solicitation training is Wednesday, 5/22/13 at 5pm.

The meeting was adjourned at 7:50pm.

Respectfully submitted,  
Christine Carey