

**Lower Level Renovation Joint Fundraising Meeting  
Library Trustees, Lower Level Renovation Committee, and Friends of the BFL  
June 5, 2014**

**Present:** Tom Ives (Trustee, LLRC), Rita Morrison (President, Friends of the BFL), Christine Carey (Friend of the BFL, LLRC), Paris Awalt (Trustee, LLRC), Eric Anderson (LLRC), Ann Hoey (Trustee)

**Meeting called to order:** 5:38 pm by Tom Ives. Tom noted there may be too few attendees to make a quorum (fifty percent of the group), so there would be no voting or non-public session.

**Review of Minutes:** Postponed.

**BFL Foundation:** Postponed.

**Non-public Session:** Postponed.

**Public phase of campaign/2014 fundraising events:**

Rita Morrison told the group about the plan to have a balloon pop promotional at the library summer reading kick-off on June 19th. This would attract people to the table where information about the lower level project would be. The table would be manned by LLRJFC members who could answer questions. Rita and Christine Carey will set up the balloon pop, and a schedule will be sent around to get people to man the table.

Rita will ask Mark Leven about setting a LLRJFC table on Heritage Day, which will be on Saturday, 6/21/14, from 11am-2pm at the old town hall.

Paris Awalt told the group about her research on fundraising events. Her main objective for these events is that they "have legs," meaning they can be annual events to continue promotion of, and fundraising for, the Foundation. She noted it would be good to involve some high school kids in these events, maybe having to do with their senior projects. Paris listed some of the possibilities for events: athletic marathons/field days, read-a-thons, spell-a-thons, book fairs, merchandise sales - book bags, plant sales, fun fairs, silent auctions, performances, a money tree, golf tournaments. Paris noted it is very important to have the community "buy in" to the event - meaning be aware of and get involved in the event.

Christine Carey reviewed what she found out about fun runs based on the annual purple ribbon fun run here in Bow - it was started in 2003, and made about \$2000 that year for its charity, and since then has increased in popularity and fundraising, bringing in \$11,000 in 2013. It has usually been a senior project at the high school, with a lot of outside help. The down sides for our group is that it requires a lot of long term infrastructure, and several groups have fun runs here in town.

The group discussed the various options and the favorites were as follows:

- \*raffle of kindle/ipad for Christmas or at October event
- \*read-a-thon
- \*fall foliage money tree
- \*penny drive
- \*performance/lecture events

Paris will narrow down the choices for the next meeting. Ann Hoey has a lot of contacts with various performers and thought that may be a possibility, especially if they could perform at the high school. Eric Anderson noted that the weekly events column in the Concord Monitor was a very effective tool that we may want to use for promotion.

Paris also researched about the possibility of having children paint their own ceramic tiles that would be incorporated some way into the library building. There would be an outlay of expenses, including buying the tiles and paint, but it would not be much, and the process of making the tiles was pretty straight forward. We would need to know before attempting this project how many tiles we could incorporate and where. Tom Ives will ask the architect if we can tentatively figure out if this would be possible.

**Next meeting date:** Tuesday, July 15th, 2014, at 5:30pm, in the **Library meeting room.**

**Meeting adjourned:** 6:40 p.m.

Respectfully submitted,  
Christine Carey