

Lower Level Renovation Joint Fundraising Meeting
Library Trustees, Lower Level Renovation Committee, and Friends of the BFL
Wednesday, 6/12/2013

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

Also present: Leah Shuldiner, LCS Associates

Meeting called to order: 6:40pm by Tom Ives.

Introduction of new committee members: Tom Ives introduced Paris Awalt as new trustee/committee member, as well as Peter Bloomfield and Jeff Kipperman (not present) as new Lower Level Renovation Committee members.

Minutes: Minutes from 5/8/13 meeting were reviewed. Mark Leven moved to accept them as written, Eric Anderson seconded, and the minutes were approved.

Gifts Chart: Leah Shuldiner explained two documents - one shows naming opportunities and a chart of gift amount opportunities, while the other document is not static but changes as donations come in. Both can be inspiring and helpful in explaining when soliciting donations. There is a final discussion of gifts charts amounts and naming amounts, and it is decided to order 100 on similar stock as trifold pamphlet.

Naming Opportunities list: After discussion, the final plan is to make the tutoring rooms \$10,000 for naming, so no naming opportunity is less than \$10,000.

Pledge card: The pledge card was reviewed. It was decided to change the naming opportunity as mentioned above, and then to print thirty on ivory card stock.

Messaging Committee report:

- a. FAQ flyer – Final draft was approved after the addition of the URL on the back, and it will be sent for printing (250).
- b. Campaign Gifts brochure – This was reviewed and discussed under the gifts chart (see above).
- c. Renovation website overview - Lori Fisher reviewed obtaining bakerfreerenovation.org on Word Press, and how a second domain name was purchased so when the renovation was complete, the information from the site can be transferred to a Foundation website, bakerfreefoundation.org. Mark Buckley from Buckley Consultants is helping to set up the site which should be ready by end of month.
- d. Solicitor & Donor information folders - Christine Carey compiled some examples of solicitor and donor folders that would house all the relevant documents and information needed for soliciting donations. The messaging committee will get the folders together for the next meeting.

Foundation: Ingrid White reviewed the progress of the foundation application of 501(c)3 status. There was a slight naming issue as the foundation name is similar to the Friends of the Baker Free Library name, but that has been sorted out and the papers filed within the next two weeks. Forty-five days after filing the foundation should be approved. Foundation committee members include Mark Leven, Paul Rizzi, Susan Hatem, Ingrid White, Eric Anderson, and Colleen Haggerty.

Parking Committee update: Tom Ives, Gary Nysten and Mark Leven sent out a letter to abbuters, and one responded; the next door neighbors said were not interested right now in participating, but may be in the future if circumstances change. The committee will now follow up with everyone else.

Bow Heritage Day: Bow Heritage day will be held on 6/15/13. Gary Nysten and Mark Leven will be there between 11am and 3pm School House and old Towne Hall. Mark scanned photos of Mr. Baker and the old library and mounted them on poster board - they will be available for viewing with information about the lower level renovation and with a sign up sheet for the public.

Business Breakfast update: Rita Morrison and Ingrid White sent out invitations, but have gotten little response so far. Most of the invitees were from the Rotary. The plan for the breakfasts is reviewed, and it is decided to reschedule the first breakfast to July 24th. The original invitees will be contacted by phone to let them know of the rescheduled time and date, and perhaps a few more people will be contacted.

Volunteer Administrative Assistant update: The volunteer job was posted and there is one applicant that is willing to be interviewed. The committee discussed questions about whether it should be a paid position and whether to get a background check. Mark Leven, Ingrid White, and Lori Fisher will interview the candidate and then the committee can discuss the position further.

Other New Business: Tom Ives brought up the issue of having someone step up to be chair of the fundraising/solicitation portion of the committee, just as there should be a chair of the Foundation portion, and a chair of the building portion. The chair of the solicitation portion could keep things on track and make sure things get done, so that the committee can really get going with the donation requests. Tom will approach Jeff Kipperman as a possible candidate for the position.

The next meeting date will be **Wednesday, 7/10/13 at 5:30 pm** at the library.

The meeting was adjourned at approximately 8:10pm.

Respectfully submitted,
Christine Carey