

**Lower Level Renovation Joint Fundraising Meeting
Library Trustees, Lower Level Renovation Committee, and Friends of the BFL
In the Welch Meeting Room, the Baker Free Library
September 30th, 2015**

Present: Tom Ives (Trustee, LLRC), Gary Nylén (Heritage Commission, LLRC), Dave Withers (Trustee, LLRC), Rita Morrison (President Friends of the BFL), Christine Carey (Trustee, Friend of the BFL, LLRC), Paul Rizzi (Foundation, LLRC), Eric Anderson (Foundation, LLRC), Lori Fisher (Library Director), Ann Hoey (Trustee), Colleen Haggerty (Foundation, LLRC), Jeff Kipperman (LLRC), David Withers (Trustee, LLRC), Susan Hatem (Foundation)

Meeting called to order: 7:01 pm by Ann Hoey.

Foundation Board Report: Susan Hatem reported that the Foundation just finished their meeting, where they reviewed the finances. The total of donations and pledges was \$194,826. Lori Fisher reported she just received two more multi-year pledges, bringing the total now to \$203,826, which is over our goal for this time of \$200,000. There is discussion among the group on changing our various pledge thermometers to reflect the new amount.

New Business: There is no new business.

PR Sub-committee Report: Eric Anderson reported that the September issue of the Bow Times had 3 pages devoted to the Baker Free Library, including the Wreath project, renovation information, the graphic of the fundraising thermometer, and Christine Carey's interview with the Hunter family. Nora Tellifson will be interviewing the Russos, and Jeff Kipperman is trying to reach out to Dave Gazeway for upcoming Bow Times editions. The full page ad for the donor tree will be in the next 3 months of the Bow Times.

The group then discussed what to do with the 4-fold mailers. Chris Carey said the mailer and costs were different than what we originally expected - for the lowest cost the mailer would have to be either unfolded or folded in half and distributed with the rest of the "blanket mailing" from the post office, which tends to get recycled without being seen by the recipients. To have a company print, fold, mail merge addresses, and post would be a significant amount more. The Foundation had pre-approved \$3550 for advertising, including the Bow Times and the mailers. Lori told the group that to get an insert in the Bow Times would be \$350 if we printed it ourselves, and \$750 if the Bow Times printed and inserted it, which would be a better use of the advertising dollar. The group decided to pursue the option in the Bow Times and deferred the mailers for now. The PR sub-committee will meet tomorrow to hammer out the details.

Events Sub-committee Report: Ann Hoey said the wreath auction is set for November 14. Lori handed out flyers and told the group that we need 8 people to solicit 5 businesses each to either make wreath or donate money for someone else to make a wreath. Volunteers were assigned for that. Rita Morrison is licensed to be person in

charge of place serving alcohol for the one time event, and Mark will be as well. All the paper work is order. Ann, Dave, and Rita will be bartenders. The Events sub-committee will meet tomorrow to discuss more details. Rita says there is a possibility that there could be babysitting that night held at the recreation center provided by the girl scouts, but that is still in the works.

Parking Sub-committee Report: Tom Ives reported that he and Ann went to the planning board meeting. It turns out that we did not strictly need the planning boards' approval, but they did review our project and made some helpful suggestions, which we are using. The ZBA does have the authority over our parking, and we do have their approval.

Fundraising Sub-committee Report: Paul Rizzi reported that the large gift campaign is basically concluded, and we are now in the general campaign. We have gotten \$200,000. Now we are looking to the public. Hopefully the sweet spot for that is \$500-\$5000 dollars.

Susan Hatem asked about some money mentioned in the Foundation meeting that may be available for use by the library to help boost the Lower Level campaign. Tom Ives reported that the amount and it's availability are not clear, and that the Trustees are in discussions about the issue.

Motion to adjourn: the motion to adjourn was made by Tom Ives, Ann Hoey seconded, and the meeting was adjourned at 7:45pm.

The next meeting will be held on October 14th, 2015, 7:00 pm, in the Welch meeting room at the Library.

Respectfully submitted,
Christine Carey