

Fundraising Committee meeting 10/24/23

Present: Marilyn Cavanaugh, Peggy Neveu, Allison Rickenbach, Becky Duchesne, Cindy Berling, Dan Szczesny

Dan has been receiving patrons that have been under the misconception that the library expansion would cost 17 million. Other patrons have remarked that posting shouldn't primarily be focused on children's events or insignificant events like knitting.

A new email list/chain needs to be used. A number of people are not receiving emails from the committee.

Updates:

Social Media – We need to develop a consistent and immediate response to negative comments.

- Contact the people that respond and ask them to join us.
- Don't let comments go unanswered.
- Make positive posts.
- Like supportive posts

Hosted Events – Allison's open house on Friday.

- There are currently 17 RSVP as attending. Meeting
- She is planning for 25 – 30.
- It is being catered by the Back Room
- Desserts are being baked by Peggy and Friends members.
- Dan will bring the donor box to be available for money donations at the event.
- Copies of the sheet with members of the selectmen and budget committee should be available at the open house. Ask attendees to contact both the selectmen and budget committee members.
- Copies of the naming opportunities/donor levels should be available as well.

Discussion of Donor pledge form for Allison's open house.

- The form needs to be redesigned as a commitment form.
- Commitments should be payable **after** the warrant passes.
- A receipt or acknowledgment of the commitment should be available and given when the commitment is made.
- Peggy suggested purchasing a receipt booklet from Staples for the time being. This would provide both the potential donors with a copy as well as the committee.

Tabled events will be discussed at a later meeting.

- Amanda's open house
- Marilyn's open house
- January library family event

Members of the budget committee are not supporting the library expansion. A few member of the budget committee are against the expansion.

The list of grants needs to be reviewed and inclusive of all grants with expected amounts to be given to the Selectboard. Incorrect or random numbers will not be received well by the selectmen. The number of grants on document held by Dan and Sarah do not agree. Dan's list has 7 grants, and the list Sarah has included 4. Both indicate grants could be applied for up to 100k. We need to consolidate the grant list and give a better estimate of what can be expected.

Dan will meet with the owner of Jim Trombley plumbing and heating, next week. It was decided that a discussion with Dan Carpenter should wait until after the open house.

A document is needed to approach the businesses in town.

Action Items:

Cindy will send the graphic of the proposed external view of the library to Becky for the commitment document.

Bookmarks will be created and given to Allison for the open house on Friday. They will display the QR codes for volunteer lists and donations.

Becky will check to see if the gambling money has been applied for.

The next two meetings will be hybrid with both zoom and in person availability. The next meeting will be Wednesday, November 1st at 6pm. Zoom link is forthcoming.