

Abbott Library Board of Trustees Minutes
Safety Services Building – March 6, 2013
Approved

Trustees: Terri Jillson White, Chair; Peter Urbach, Assistant Chair; John Wilson, Treasurer; James Gottling, Secretary; Jean Molloy; Peter Spanos

Alternates: Anne Nilsen

Director: Mary Danko

Foundation: Mindy Flater, Chair

Foundation Advisory: Sally Southard

Others: Christine Graham, Fund Raising Advisor

I. Chair's Opening Remarks - Terri White

Terri called the meeting to order at 4:00 p.m. She indicated that the meeting was a joint meeting with the Abbott Library Foundation and turned the meeting over to Mindy Flater.

II. Joint Meeting with Abbott Library Foundation Board

Mindy Flater stated that the purpose of the meeting was to prepare for the March 12 vote and to be prepared for the public phase of the fund raising campaign. Mindy turned the meeting over to Christine Graham, fund-raising consultant.

Christine made the following points:

- Asked for questions
- Now, focus on grass roots
- Do 3rd party events (Rotary, Lions, etc.)
- Give everyone an opportunity to donate
- Still need some large gifts
- Last chance to contact possible large donors
- Ask early donors to make additional donations
- Ask 2- or 3-year donors to add a year
- Recruit volunteers to run events
- Engage school kids
- Fund-raising mailing: First, after vote; Another near end of campaign
- Recruit people to make challenge

Comments:

- S Southard – Concentrate on summer residents. Do many things at the same time. Use accumulated energy.
- M Flater – This is the fun stage. Find people to do bake sales, fund raising parties, and 'feed the dragon' at the library.
- P Urbach – Sell bricks (Noted as being costly products,) wall tiles, plaques on chairs.
- Terri – Kick off Sharon Montambeault circulation desk campaign.
- S Southard – 'Stick it to Em' party
- P Urbach – Could use a few large donors. Need a deadline.
- M Flater – June 30
- C Graham – August is a bad time for fund raising.

- J Wilson – If bond passes, need to get moving with T/W & T-N. Prices are going up 50% to 60% already.
 - M Flater – Can we borrow against pledges?
 - C Graham – It is not unusual to borrow against the pledges.
 - A Nilsen – Can we start including in-kind donations in the funding?
 - P Urbach – To work with in-kind donors, it will take a month or 6 weeks to develop plans to go with site preparation.
 - T White – We know donors that are waiting for the bond article to pass.
 - M Flater – Get groups, such as Turkey Raffle, to contribute portions of their fund raising to our cause.
 - C Graham – At a Foundation meeting plan to push for specific donors. Raffles are not donations.
 - M Flater – Hold stewardship events to reward early donors.
 - C Graham – Send update letter to early donors after successful vote.
 - P Urbach – Citing a deadline could light a fire with donors.
 - M Flater – Ask people to come up with ideas to host events.
- Terri W, as a review of the discussion, suggested sending out a letter 1 to 1-1/2 week after a successful vote. No letter would be sent if vote fails.

III. Old Business

Terri said that phone calls by Trustees urging support for Article 11 to friends or others from home were permissible. She asked all to commit to make phone calls before the vote.

IV. Other Business - None

V. Public Comment - None

VI. Adjournment

Jean Molloy, with second by Pete Spanos, moved to adjourn. The motion passed unanimously at 5:17 p.m.

Respectfully submitted,



James G Gottling, Secretary