Asset Development Committee Meeting
October 20, 2014, 7:30 AM

Present: Adam Franklin-Lyons; Jerry Goldberg, Member-Staff: Jerry Carbone; Citizen-Mary Ide, Friends President, John Ogorzalek, citizen member

1) Brief final editorial marks on the letter

2) Look of the letter - layout and image.
   Inclusion of an image, yes!
   Discussion of what images, how many - attempt to put two or three on back?
   Need logos, photo from dinner, quotes for the edges, rhyme time image
   if both fit, yes, if only one, preference for the dinner photo.
   Rejection of including a bookmark with images based on size/shape/more printing
   Also, decision to include the names of trustees and friends on the letter itself. Decision -
   photos at bottom of back page, list of names and logo at the top and side of the first page.

3) Method of preparation
   Discussion of who to send to and how to organize the printing
   We should send the letters in two waves
   Print product - two lists, one for notes, one for general letters
   Also, we should start a new separated database already to organize who gives, who we
   send letters to, etc. This should be detached from consistent reliance on the library lists
   themselves which contain patron data that shouldn’t be shared.
   Database and list - send out only to the first 800 - legacy plus specials from Trustees.
   General mailing in a month. This should include all of the specials identified by the trustees and
   friends.

4) other notes about the appeal:
   Walkers and Benkowski - Who knows them best? Robert Stark isn't here to ask about
   Guilford - Need to figure out who goes to ask them in person.

NEXT MEETING:TBD