

**Brooks Memorial Library
Finance Committee
Minutes
22 October, 2018 4:30 PM
Brooks Library Small Meeting Room
Brattleboro, VT 05301**

- 1) Call to Order / 4:30 PM
- 2) Agenda/Changes or additions
- 3) Public Comment

4) New Business

A) Review of Annual Appeal Material

The committee discussed the letter and return envelope and offered small changes, most of which were punctuation or small spelling changes. No substantial changes offered.

The committee also updated the language on the return envelope - again, small things like getting 501(c)(3) punctuated correctly.

We decided to not do a double letter (for "newcomers" and "friends") like last year, but just send out a single mailing. The text does not sound as if it is targeted at one audience as much as last year's letter.

Adam will submit the small changes to Howard and get the addresses ready for mailing.

5) Old Business

A) Review of Donations and Fundraising Website

The committee reviews the webpage and went through both short term suggestions for changes and considered some of the longer-term ideas for when the webpage gets updated. Some of the short term changes include the following:

On the Paypal donation page, we should add a donation in honor of note on the donation page!

We should remove the "Trustees Special Funds" category entirely (and pdf!) since it is redundant with the annual appeal and not how most people give to the library anymore.

We want to add instructions on the online donation page for how to set up a sustaining gift if you already have a paypal account.

Eventually, the full page should start out with a paragraph about the annual appeal and the endowment as the two main directions of giving. We should also remove most of the pdf links and simply make the information web pages in and of themselves (especially the planned giving tri-fold.)

For the planned giving page, we don't need the "mission" or all the history and backing material. The two main points are the material about how planned giving is done and some description of why this is important.

The importance will come first and include at least some of the history (connecting this back to Brooks himself) and then have a second paragraph talking about how you can "join the generations of backers" or something. The committee also liked some of the text in paragraphs 1 and 2 (perhaps in reversed order) of the section on GIFTS.

Small text edits include:

", or rounding up your payment when paying fines." Should go!

"membership fee supports the work of the Friends..." replace with "your donation"...

Update the service priorities!

ADAM will do the main page editing, **JENNY** will write the new material for the planned giving.

B) Budget Review for Air Handler replacement and other projects.

Discussion of the budget: The committee believes that we should propose the HVAC budget as is in the numbers presented at the trustee budget planning meeting, that is: 75K from Reed, 75K from Pike, the full amount from the "donations to town" line (just over 10K) and the remainder from Board projects (just under 10K).

6) Adjourn

Next Meeting: TBA