

**Brooks Memorial Library
Finance Committee
AGENDA
9 September, 2019 4:30 PM
Brooks Library Small Meeting Room
Brattleboro, VT 05301**

- 1) Call to Order / 5:00 PM
- 2) Agenda/Changes or additions
- 3) Public Comment
- 4) New Business

A) Annual Appeal check in - letter, process, plans for broader communications.

The Letter - main items on the list of Friends sponsored items:

Movies! - Kanopy has been very popular

New program of the laptops being able to go home from Friends support

Also: museum passes, hip hop concert, first Wednesday, the Mime in the children's room, Star lab.

Take these all away and the library would be a really different experience!

People to Include and goals:

New patrons as usual - go back two years on the Friends' list - Large poster board version of the letter for the library

Make two blow-up versions of the letter - one on the blank door on the upstairs, one on foam backing for the main floor.

Social Media - What would a social media campaign look like? (Testaments from other donors, etc.) Trustees could be included in the donors who write testimonies individually on a social media campaign. We could also include a goal that we repost or announce when we reach 5,000, and then 10,000. Previous years have hovered between 10K and 15K – we should at least aim for 15K.

For the dollar amount on the envelope, we should also make a bigger spread (low end of 10 or 15 and a higher end in the hundreds).

5) Old Business

A) Grant applications and possible funding sources

Now that we have identified several possible grants, we should choose two or three to actually apply for. The obvious three are:

Thomas Thompson - Collection Improvement Project - around \$10,000 – we received a previous contract to have Jeanne to go through the collection for weeding and purchase new materials. This is a good grant option to go for 10-15K for furniture. We could couch the application in terms of a large number of improvements - new floors, ceilings, open main floor plan, etc., that makes a new more welcoming space. Alongside this, the comfortable furniture has simply worn out and now is a great time to get new furnishings.

NEH Preservation Assistance Grant for Small Institutions – this is explicitly for art collections and maintenance or accessibility. This would be a great source to update our catalog, appraisal, and recommendations for better maintenance. It is also around 10K and would go well with some form of matching funds from our own fundraising.

Alma Gibbs Gonchian – they support access for the elderly and they already support first Wednesdays. Although this is not a long-term project, it would be perfect for a new sound system for first Wednesdays, particularly as regards the availability of good sound transmission for the elderly or hearing impaired.

Items to do: Invite Kim to our next meeting to know about the town side of things (**Starr**)

Talk to the buildings and grounds for budgets and prices (**Starr** - price lists for furniture for the Thomas Thompson Trust)

Contact Thomas Thompson about the possibility of applying (**Sirka**)

Begin preparing or thinking about the NEH - **Jenny Rowe** will talk to Fine Arts Committee about specific ideas and goals.

Alma Gibbs Gonchian - **Adam** will gather application info; **Starr** will ask about the price of the sound system or what other people use.)

6) Adjourn

Next Meeting: TBA