

**Asset Development Committee Meeting  
July 8, 2014, 8:30 AM**

**Present: Adam Franklin-Lyons; Jerry Goldberg ( arrived at 8:55 AM); Robert Stack;  
Member Staff: Jerry Carbone; Citizen-Mary Ide, Friends President  
Absent: John Ogorzalek**

1. Adam called the meeting to order at 8:40 AM.
2. Jerry requested an addition to the agenda, which was notification of a bequest.
3. No public comment
4. Minutes of May 30 were accepted.
5. **Bequest Notification:** Jerry reported that he received in the mail a notice of bequest in which the library was named as a beneficiary and he signed an “acceptance of service” of receipt of documents, which included the last will and testament of Ronald James Read and list of interested parties.

**6. MOU between Friends and Trustees for Annual Appeal:**

Adam reviewed the final copy of the MOU with the committee. Robert mentioned that the arbitration clause was discussed at the last board meeting and not included. The committee agreed that if there would be a disagreement with the Friends, the two groups would meet to come to a mutually agreeable solution. Mary concurred expressing the major concerns of the Friends were that the funds raised through the annual would go to the acquisitions, programs, and services not currently being funded by the Town, and that no funds would go toward other operating expenses. Adam reminded the group that the MOU is for one year and will be reconsidered after the first year of the annual appeal experience. At the August 12 Trustees’ meeting the final MOU will be signed by both the Mary Ide, as Friends of Library president, and and Jerold Goldberg, as president of the Trustees.

**7. Meeting with Christine Graham**

Christine Graham joined the meeting at 9:40. Adam suggested that we need help now on launching the appeal—what message we are going to bring to our prospects. Christine reviewed the timeline and established some micro-steps getting us to October 15:

**July 7 to August 12**

- Redesign website to make the Donate button along the main menu with links to a page that explain to click here for Friends donation and to click here if donations should go to Trustees. The link for Friends will go directly to the PayPal site, while the Trustees donate would go to the printed pdf for donations.
- Edit the Friends membership form to state that all donations are tax deductible, including the membership fee.
- Create a 1<sup>st</sup> draft of the appeal letter and draft of an invitation to an event for prospective donors later in September
  - The appeal letter should include: sufficient white space; library change lives story; a color photo of patrons using the library; explanation of why appeal now; our past bequests and how these have sustained the library.
- Schedule an event in late September on a Thursday, 5:30 to 7:30PM, where prospects will be invited to an introduction of the appeal. Light refreshments will

be served. Perhaps music; a tour of the library which would include our important Fine Arts works brought out of the storage room for viewing. Jerry needs to check on open meeting law and “invites.”

### **August 12-August 31**

- Create prospect list: A core list of about 500 names--1. All current and past friends members in the database. 2. “Legacy” cardholders (200) (members at least 10 years-211). 3. Others 100 (former Trustees; Town Meeting members; other engaged donors in the community; more???)
- Final Draft of Appeal letter and invite to special event.

### **September 5**

- Appeal letter goes out with invitation to event that will happen on Thursday, September 24.
- Personal asks & recruiting a matching gift

### **September 24—Special Donor Event**

- 5:30-6:00: Opening remarks about the library in the community..build awareness of the fund raising and that we are doing this to sustain the library’s mission for future generations.
- 6:15-7:15: Tour of the library’s Fine Arts Collection that is in the open and pieces brought out of storage in the Local History room
- 7:15 to 7:30: Closing remarks and time for questions.

October 15- General launch of the annual appeal to all card holders. Personal asks.

December 1-Followup letter perhaps mentioning the giving a gift to the library to benefit readers in the family. Personal asks.

### **Assignments:**

- Jerry G and Mary will work on the drafts of the appeal letter and invitation. These will be sent to Christine , Jerry C. Jerry C will share with committee.
- Jerry C will initiate web site changes. Jerry C will begin assembling a prospect list for review with committee. Jerry C will also discuss the donor event with the Fine Arts committee who would need to be there for the art work.
- Jerry G. will talk with the law firm representing the bequest to see when a possible hearing on the beneficiaries may be. He will also speak to the other institutional beneficiary regarding their plans for announcement.

Adam adjourned the meeting at 11:00 AM.

**NEXT MEETING: ASSET DEVELOPMENT COMMITTEE TBA**