

Asset Development Committee Meeting August 21, 2014, 9:30 AM

Present: Adam Franklin-Lyons; Jerry Goldberg, Howard Burrows; Member-Staff: Jerry Carbone; Citizen-Mary Ide, Friends President

Absent: John Ogorzalek, Richard Stack

1. Adam called the meeting to order at 9:30 AM.

2. Jerry requested two additions to the agenda, note that we need to sign the request for funds transfers to use the 4% of the endowment, and also add discussion of the fundraising event on Sept. 25.

3. No public comment

4. Minutes of July 8 were accepted.

5. Discussion of the investment policy revision

There is not a clear Vermont statute that recommends 4%. UPMIFA laws have been passed in Vermont but do not explicitly give a number. Other UPMIFA laws do mention it. Discussion of what to include in the revision. Decision made to simply state that 4% has long been the practice of the board and should be considered normal and prudent.

6. Draft letter for the annual appeal circulated with two options to consider:

First was a letter with several inset quotes in red and the text of the letter in two parts - a description of the value of the library followed by the statement of appeal. The Brooks Library and Friends of the Library logos appear at the top.

Second was a letter with photographs and more images showing volunteers, employees, and trustees.

There was general support for the format of the first letter with some discussion of including a single image or pair of simple images on the back in a way that wouldn't detract from the letter on the front. There was general support for perhaps images of the volunteers, staff, and trustees from the annual volunteer appreciation dinner coming up.

Then followed a discussion of whether to have the value of the library section first or the request first. Jerry Goldberg spoke strongly in favor of the value statement coming first in part because it will be fairly obvious that it is a letter of request. Also, if it comes with a return receipt and envelope, that will also make it clear this is an appeal. General agreement to ask Christine if she has a strong opinion and if not, go with the letter as formatted. Members are asked to send small edits or suggestions to Jerry Goldberg for revisions and presentation at the subsequent meeting of the Asset Development Committee.

7. Discussion of the Sept. 25th event. We discussed the possibility of moving the event to Sunday to make library closing easier. The committee felt that Thursday afternoon early evening is a better time to get people to attend than a Sunday afternoon breaking into people's weekend. The final recommendation was to maintain the 5:30 start time and leave the library open as usual but close the desk and the computers at 6:00.

8. Next Steps for the Annual Appeal

At the next meeting we will go over the list of people for the appeal including higher level donors and the general request letter. This might also include some discussion of corporate donors.

We will also have an invitation (drafted by Mary Ide) for the Sept. 25th kick-off event. Adam will investigate electronic invitation options, also.

9. Brief discussion of the landing page for donations.

General support for the Hilltop Montessori model. We also agreed to have the “Donate” button on the home page go directly to the page to enter your information to donate rather than to an information page. The top of the page can have links to more information as well as to the Friends’ Facebook page.

10. As a last question, Mary Ide wondered how the fundraising efforts will influence the membership request from the friends in January. This will probably be ongoing and need to be discussed at future meetings. In part, we don’t know what influence it will have or how it will impact the Friends’ budget.

Adam adjourned the meeting at 11:00 AM.

**NEXT MEETING: ASSET DEVELOPMENT COMMITTEE
THURSDAY, SEPT 4, 2014 AT 1:00 PM.**

DRAFT