

Asset Development Committee Meeting
September 4, 2014, 9:30 AM

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

Absent: John Ogorzalek, Robert Stack

1. Adam called the meeting to order at 1:05 AM.

2. Minutes reviewed and accepted

3. Review of the investment policy - small change suggested and adopted - language forwarded to the full trustees for the September meeting.

4. Discussion of the September fine art presentation as a preliminary to the annual appeal.

Currently, Michaelman is not available on the 25th to give the talk.

Discussion of other dates and consensus for either the following Sunday or one week later - the 28th of September or the 2nd of October.

The committee preferred having Michaelman available for the talk rather than having a specific day (Thursday versus Sunday)

The only possible problem with Thursday the 2nd is that there will be an art installation going up, but this may pose very little difficulty, and extra art won't hurt.

4b. Other event planning: the committee looked at a couple of templates and wordings for invitations to the event.

The invitation should not say that this is a kick off for the annual appeal, since we won't be asking for money at the event, although we will mention the appeal

After some discussion about who to send the invitation to or how to limit

the list, the committee decided that there was no effective way to do so and that we should send it to all legacy card holders and friends.

Food will be for around 50 - cold finger food from the coop should be fine.

This will cost around 200\$ for printing (estimates will be prepared before the next meeting) and around 160\$ for mailing. We will need to request this money from the endowment if the trustees will be paying for it.

5. The “Donate” page on the website

Looking at the page a handful of edits were suggested:

People should be able to opt in to being a friend rather than opt out of the news letter

Suggestion to have a “trustees” e-mail that the page would also auto-send to. This e-mail can also be generally helpful if people want to contact the trustees about anything.

Finally, the original “get involved” page which mentions the friends should be restructured a bit to highlight that the Friends do lots of things beyond the annual appeal, and that there are three basic categories of involvement - through the Friends, through the Trustees, or through being a Volunteer.

Next meeting scheduled for Wednesday, Sept. 8th at 4:30.

Meeting adjourned at 2:30 PM