

**Asset Development Committee Meeting  
September 10, 2014, 4:30 PM**

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

Absent: John Ogorzalek, Robert Stack

1) Meeting called to order at 7:35 AM

2) Minutes of previous meeting approved

3) Additions to the agenda: two items from Jerry C.

1 - a brief report on annual appeal experience of other libraries in Vermont

2 - Report on the receipt of legal documents on the Read estates.

4) public comment

5) Continuing Business - Art event planning

Richard Michaelman has been confirmed for Oct. 10<sup>th</sup> - this is now the official date of the art event.

The committee looked at a draft of the invitation and approved of the text

Brief discussion about who to include in the invitation - do we include the members of the town government? Should we look beyond just our “legacy cardholders?” We decided to include all legacy card holders, but comb briefly through the other lists of names to see if anyone important jumps out that we are missing. Additionally, all volunteers, trustees, and past volunteers or trustees will also receive an invitation regardless of card status.

We decided to print a run of 1000 cards in part to have extras if necessary and also to have at the front desk or to put in the archives. Having extras will be much cheaper now than realizing we don't have enough.

6) Continuing Business - Annual Appeal (now called the “Giving Opportunity”)

Jerry G. continues to revise the letter. He asked if it was alright if the letter took on his personal voice in order to be warmer in tone and with more personality. General agreement from the committee.

For this letter, we decided to print two runs - one general run to most cardholders that can be sent out by the printer en-masse; and then a second, shorter, run that will involve letters to specific or more important individuals to whom we want to write personal notes and encouragements. This run will probably be only around 100 and each trustee and friend should decide on certain people they want to write notes to.

For inclusion of quotes and photos, we realized that the Oct. 6 art installation will include a ton of new quotes from users of all ages - we will get our quotes from that event. The photos we will try to get photos of some volunteers and a new photo of the trustees. The committee decided that we do want photos on the back. The Friends will also take a new photo of the group for inclusion - possibly with the new library digital camera - if Jerry is not around, Jeane or even Adam can stop by to take the photo.

7) New Business - reports on Read Estate, E-mail account, other library appeals

There is now an e-mail account: [trustees@brookslibraryvt.org](mailto:trustees@brookslibraryvt.org) This will still go to Jerry C., but we will give access to the treasurer (Adam FL) and President (Jerry G.) especially since this e-mail will provide updates about donations given through the new library Donate button.

For other libraries, lots of libraries do an annual appeal and in different ways:

Bennington sends 1500 letters and gets around 400 donations for 40,000-46,000\$ per year.

Putney raised 27,000\$ from 196 donors - mass mailings to the entire zip code. They use a theme based approach, please give what you can, not a specific letter.

Royalton is a 501c3 library - raises 4500\$ per year.

Rutland is starting theirs also - they also ask in October.

We will be sending the legal documents on the Read estate to the lawyers for review. No difficulties are anticipated.

8) Adjourned at 8:30 AM

Next Meeting date: Monday, Oct. 6 at 7:30AM