

Asset Development Committee Meeting

October 6, 2014, 7:30 AM

Present: Adam Franklin-Lyons; Jerry Goldberg, Robert Stack;
Member-Staff: Jerry Carbone; Citizen-Mary Ide, Friends President, John Ogorzalek, citizen member

1) Meeting called to order at 7:35 AM

2) Changes to the Agenda

3) Public Comment - none

4) Review of minutes of Sept 22, 2014

5) Art Treasures Event Planning:

Invitation is done!

Review of actual event preparation -

Food - Mary reported on options so far; table cloths, plates, food, etc.

Discussion of numbers - decision to have 30 be the number unless
rsvp indicates otherwise

Also include some flowers.

Review of Program:

5:30 is arrival time

5:45 Welcome to the Library - Jerry C.

5:50 Introduction from Friends - Mary I.

5:55 Introduction from Trustees - Jerry G.

6:00 Jerry introduces Michaelman and then R. Michaelman speaks

Jerry G. will close out Richard M.'s comments and invites
people to the local hist room

6:20 time for questions, tour, view of library art generally
7:00 event ends

Discussion of specifics: include nametags; have a loop of images that we have out (anything else? no, just images of the art) - use the google TV for projecting; chairs set out also, a number of seats around prepared, but not squared up. Arrangement of room: somewhere about 25-30 chairs, but around the edge of the space; some sort of PA system with podium; set-up starting at 4:45; include self-guide brochure to the art collection.

Talk from Jerry G. and Mary I. - Mary: three clear reasons why the library is important...looking towards the future. Jerry: opening and layout of evening; purpose of the evening - view art that we've had from legacies for those committed patrons/introduce fundraising opportunity as well.

How much do we talk about town struggles? Some, but state it straight forwardly.

Be clear about how the library always relies on private donation and we will now begin this project more directly.

Mary's talk can be personalized - background with adult learning, connections to the library...it's a good story.

6) Appeal Letter Review:

Jerry G. presents a letter draft as it is now - very personal in tone.
Need to ask trustees to approve a new payment for the printing/
postage of the letter

request for about 2000\$? Jerry C. will get a clearer number,
Jerry G. will call Howard Printing for price.

Printing will include an envelope with flap printed with specifics.

7) Quickbooks update - purchased for three user liscence - set-up
discussion will happen today at 9:45.

connection with the processing of donations

Entry of specific donations - what to do with the 15\$ taken out of perhaps small donations.

We'll keep the membership optional so that the numbers don't just spike immediately - the appeal will probably increase the number of friends perhaps greatly which will produce more paperwork.

8) Morgan Stanley request

Jerry C. presents their letter - investment offer for endowment from Morgan Stanley

The committee agreed that we could request further information closer to the beginning of the fiscal year when we can consider new proposals. For the moment, we will continue with our current arrangement.

Next Meeting - October 20, Monday at 7:30