

Asset Development Committee Meeting
August 11, 2015, 8:00 AM

Trustees: Adam Franklin-Lyons, Pam Becker, Robert Stack, Jerry Goldberg

Member-Staff: Jerry Carbone

President of the Friends: Mary Ide

Citizen Member: John Ogorzalek

1) Call to Order: 8:00 AM

2) Additions to Agenda

3) No public comment

4) Comment on the minutes:

Correct spellings: Wojtowitz, Meris Morrison, Lankes

5) Continuing business

A) Annual Appeal Materials:

Newsletter notes for Pam:

Think about tone of “even so we want to continue the appeal”

We intend to continue this for many years.

Do we want this in honor of Jerry C. to be so strong?

Possibly not even mention the Read bequest...say we had a “successful year?”

Mention book sales, concerts, etc.?

Mention direct projects that came from the annual appeal; Especially considering there are two stories in the same newsletter about the Read bequest. Specifics that we used annual appeal money for.

(note: do we want a specific letter to those who gave last year? Perhaps address it by saying - 177 of you gave last year!) Mention grandparents for gifts - the children’s library.

For Next Time: Pam will bring a full draft of the letter

Notes on the Response Envelope -

keep it largely the same; drop some of the check boxes; drop duplicate of “make checks payable;” use “tax deductible” language that Mary Ide uses for the friends material; money levels are good (in last year’s appeal, 50 and 100 were the most popular categories with a lot of people also giving at 25 - almost 50 people in each category.)

Who are we mailing to?

Last year there were around 900 letters and a general e-mailing (over 4000). Do we want to imitate the same format this year? We might also include new borrowers!

For Next Time: Adam will contact Howard Printing and Work with Jerry C. to start compiling mailing lists.

B) Lecture updates:

Unfortunately, John Palfrey from the Burkman center (Harvard) people were too busy.

Richard Lankes has been contacted but we have no response yet.

Other Possibilities: Jessamine West from the VLA - a blogger and potentially a good invitation. We still haven't asked Robert Darton, either.

We talked about a panel of people with a discussion about the future of libraries (is there anyone already coming for the literary festival?)

We noted that we are trying to include several purposes, here: launch of the appeal, Jerry's retirement, and a commemorative lecture for the Read bequest. If this is for the Read event, there was preference for a single notable speaker. We can do a panel or even have Jerry speak at a retirement party. There was general agreement that we want the public presentation to not be Jerry's retirement event - the annual appeal and the Read bequest are separate and we can do another focused thing for Jerry's retirement.

For Next Time: Jerry C. will contact Robert Darton

C) Next Meeting

Topics for next time: Exchange traded funds - potentially have larger index funds.

Also possibly purchase things like Berkshire Hathaway or Morgan Stanley.

Allocation discussion. When did Laurie last come to speak? Send an e-mail to Laurie about this conversation, also?

For Next Time: Everyone should read the quarterly report and do some background reading/thinking about our investment strategy.

Next Meeting scheduled for: **Sept. 1, 2015 - 8:00AM**

Meeting Ajourned 9:15AM

