

Asset Development Committee Meeting

September 1, 2015, 8:00 AM

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

Member-Staff: Jerry Carbone

President of the Friends: Mary Ide

1. Call to Order / 8:00 AM
2. Agenda/Changes or additions
3. Public Comment
4. Minutes of August 11, 2015 - corrected spelling: Jessamyn West and Berkshire Hathaway
5. Continuing Business
 - A. Annual Appeal Letter Draft

This will include graphics (hopefully something nice at the top or sides.

Addition from Jane based on a discussion with a person who was going to leave a lot of money almost did not because we are all set now. Talking to her Jane noted all of the things that we still need money for. Specifying the things that we can still do is really helpful and Jane had a sentence suggestion.

Can we say something similar but not specifically about Robert Reed? Do we want to invoke him so strongly and make his gift sound that different from everyone else? Also, we don't want to apologize for every gift we get. Our biggest funding is still the tax payer. Jerry C. also notes that we may want to respond to some of these points, but perhaps the right venue is a letter to the editor or a short piece in the Friends' news letter.

Notes on the list: The youth services librarian is not technically a librarian ("assistant youth services"), also the people can be described as the new changes but not directly related to the annual appeal. The list at the beginning might lead people to think that the annual appeal funds those things. Looking towards a new director could also be included. The form could take a paragraph at the beginning that describes the "big changes" with the bulleted list in the second half actually indicating the things paid for by the annual appeal and the Friends. We will also be adding an "Artist Works" database.

Should we highlight Jerry? Probably not - generally agreement not to pitch things "in honor of Jerry." However, Jane suggests a possible check box in the envelope that can be specifically for Jerry C. (first the regular in honor of box, then a specific box for Jerry.)

Formatting: we can fit this on one side like last year's letter (trustees on the side, signatures, etc.) But do we include pictures? Do we want a montage on the back? Do we include people or the blueprints or photos of individuals? (contrast of people with a book and a tablet.) Evocation of the change that we're talking about. This could also be a bookmark or card or fold instead of on the back of the letter. We will bring this to the full

board - do we want images and who will design the “rack card?” We could put the brief information (website) about the appeal on the back.

The letter will be updated to present to the board at the regular meeting (Sept. 8)

B. Public Lecture Plan Report

Wheel spinning...Palfrey declined, Lankiss never responded, Darton said he will probably be in Europe. He recommended Dan Cohen - he said he’s travelling, and said maybe early 2016. He is going to pass it around to the DPLA board, but we don’t have anyone specific.

There’s also Matt Dunne from Randolph who worked on digital libraries here in Vermont. He also might have some other suggestions of people in Vermont. Jerry G. will give him a call - the potential dates are October 15th and 22nd (Thursdays).

Jerry G. will contact Matt Dunne for next time (Jerry C. will forward the general request e-mail that describes what we’re planning.) Jerry C. will also look at a couple of other options (Miguel Figueroa).

C. Other Annual Appeal Business

Databases: Little Green Light

Jerry C. mentioned Google options (fusion tables) or perhaps pay for something from Joomla. Other open source material (google templates for non-profit fundraising.) Look for templates for Filemaker or Access and also talk to Marlboro.

Jerry C. and Adam will look for several options for next time.

6. New Business

1. Discussion of investment policy - tabled till next meeting.

Jerry C. mentioned “Motley Fool” as a good source for investment education and ETF’s.

7. Other - none

8. Adjourned

Next Meeting TBA