

Asset Development Committee Meeting

October 8, 2015, 8:00 AM

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

Member-Staff: Jerry Carbone

President of the Friends: Mary Ide

1. Call to Order / 8:00 AM
2. Agenda/Changes or additions - none
3. Public Comment - none
4. Minutes of 9/16/2015 - approved

5. Continuing Business

A) Annual Appeal Update

Two donations already for the 2015-16 appeal - both will be entered in LGL as test cases, the database should be able to record whether or not they've received thank you notes. Adam will begin transferring last year's donors also to LGL.

Pam and Adam visited Howard printing - they got layout suggestions for the appeal letter, the insert with images, and the return envelope. Howard Printing is should send prices and mock-ups by next Tuesday's board meeting to approve with everyone, but no word yet.

Other work to be completed:

Send around the lists of names that people wrote to last year as well as new donor list for people to select. Adam will provide a list of those people who gave last year so that can appear in the personal notes when appropriate.

Timing for writing notes on letters - there are a lots of things for Trustees to do in October. Between the volunteer dinner and the future of the library event on the 29th. 11/3 seems like a good opportunity - announce at the board meeting - first Tuesday as a night for pizza and signing of notes (not required, but it worked well for lots of people last year.) Selectboard will be having a meeting Nov. 10th that will overlap with the trustee meeting time, so meeting after the regular board meeting will be difficult.

Mailing itself - Indicia last year was from the friends, but if Howard Printing uses theirs then all the costs get rolled into one bill - this is probably easier to pay for overall - the goal is to have them all sent the first week of November, right after the trustees write their personal notes.

For Tuesday's Board Meeting: Jerry will bring the list of new card holders (adults only, no computer cards), Howard Printing material should be ready, which Adam will bring.

B) Oct. 29th event

“Your Library Looks to the Future”

Jerry C. reports: Alvin Gamage will probably attend the event - he was the director from 1960 to 1964 and will probably be there. Jerry C. and perhaps Meris (the director before Jerry) will all be there, so we'll have all of the directors at the event. Alvin, especially, is full of stories and people from Brattleboro. He might be willing to reminisce about Brattleboro and the library at the time. He could talk about what people thought about the new building and changes in that sort. We will probably put them up for a night or two in Brattleboro for their visit (this will still be cheaper than bringing in a big speaker). The Putney Road B and B would be a great place if available and not that much more money. (currently owned by Rhonda Calhoun - Jerry G will give her a call).

Question: will the new director be announced by then? Jerry G. isn't sure whether or not we'll be finished by then, and anyway it is a decision of the town to announce a new employee. Peter Elwell will probably have an opinion and we can consult with him.

Structure: opening remarks from Pam (Welcome!) talk about clutter.

LCD projector with the plans (and a few hard copies)

Talk about the legacy of Ronald Reed and the renovations we're undertaking.

Pam will introduce Chip who will say two minutes worth about the plans - then people can break up to chat.

Program - beginning and order - mostly QandA.

7:00OPM - start time with refreshments

7:15 - Welcome - 5 minutes - Pam Becker

7:20 - Jerry Introduces Meris and Alvin (The Dignitaries)

7:25 - Questions and comment from both

7:40 - Pam talks about renovation and Introduction of the plans - 5 minutes

Introduces Chip for questions and comments about the plans

Jerry G. will also go up, also, to talk about new director search

7:45 - Open ended question and answer period

We will need to send out the invitation quickly.

Text: will be pretty close to last year's with the new names and the architectural plan.

Printed at Lotus with the top floor architectural image as the image on the back. Jerry C. will prepare the text. May Ide will pick it up for mailing with the Friends indicia.

Catering - cheese, apples, cider, veggie plate, dip?

Coop or Vermont Country Deli could both do this - perhaps ask Tristan Toleno?

Adam will contact various caterers - Porch, Toleno, Coop, VCD.

Next Steps in Planning: print invitation (Jerry C.), prepare address list, print address labels,

place and mail (Mary and Robert), write up short program (Jerry G.), Call caterers (Adam).

6. New Business - none

7. Adjourned

Next Meeting: Monday 26th 8:00