

**New Shutesbury Library Fundraising Committee Meeting
Minutes Monday, May 2, 2011, Shutesbury Town Hall, 7pm**

Members Present: Jane Urban, Susie Mosher, Weezie Houle Karen Traub, Jen Davies and George Arvanitis

Visitors present: Mary Anne Antonellis and Becky Torres

1. Review discussion of report from Matt from last meeting.
 - a. Karen responded to the observations by interviewees that the committee consists of Shutesbury newer residents.
 - b. Reviewed May – October 2011 Community Outreach and Campaign Prep
 - c. Mary Anne Antonellis suggested we develop a campaign message, Donor Cultivation working group to get training.
2. We will have a Suggestion Box at Town Meeting.
3. Motion made and passed: Fundraising materials will have as a heading: The Fundraising Committee for the New Shutesbury Library
4. Working Groups
 - a. Events – Met Monday night, April 25th – First Community Building idea - Bocci Tournament – once a week for the summer. Maybe teams of 4 instead of 2. Entry fee of \$25, tournament bracket in front of the library, Connect with a dinner at AC, have other site options, final game behind Town Hall. Winners play off at the new site.
 - b. Town Meeting – Poster, handouts, suggestion box
 - c. PR/Media/Communication – Need to start developing the campaign message
 - d. New Members – Tabled to next meeting
5. Upcoming schedule –
 - a. Town Meeting
 - b. Matt's report
 - c. Training
 - d. Campaign materials
 - e. Brainstorming
 - i. Once grant is announced that we hold Celebratory Kickoff Party of some type - Block Party, Giant Picnic on the field behind Town Hall, Beach Party, Lawn Chairs on the Town Common
 - ii. "Get out the Vote" events
 - iii. Friday night dinner at the AC
 - iv. Friends Activities
 - v. Celebrate Shutesbury gimmick for NSLCFC – Wheel of Fortune – prizes -
 - vi. Motorcycle Ride
6. Events working group needs to plan the kickoff event and what is the message
7. Susie will call Matt to have him come to the next meeting
8. Next Meetings: Thursday, May 12, 2011, 7pm & Tuesday, June 7, 2011

Respectfully submitted. Weezie Houle