

## NSLCFC Minutes, 8/2/11, 7pm, Town Hall

**Members Present:** Susie Mosher, Weezie Houle, Karen Traub and George Arvanitis

- 1) Approve Minutes of 7/5/11 as amended.
- 2) Discussion about the funding flow and the relationship with the Friends
  - a) Mary Anne gets the funds and pledges first.
  - b) The pledges and receipts will be recorded in the database.
  - c) The person who makes the deposits is not the person who does the data entry.
  - d) Although they group met, developing the flowchart of recording is still in process.
- 3) Discussed our first round of asks
  - a) Positives:
    - i) Susie made a notebook of images that would queue her brain.
    - ii) Listen to potential donors' opinions and bring them up to speed on the status of the library.
    - iii) Emphasizing urgency is crucial for getting the town meeting support.
    - iv) Take copies of the large colored floor plan
    - v) Take the Library Memory Form
  - b) Negatives:
    - i) Getting turned down on the phone
    - ii) Non-answering phone people
  - c) Suggestions:
    - i) Self-addressed stamped envelope, coupon booklet, mailing labels for monthly payers.
    - ii) Take copies of the large colored floor plan
    - iii) Ask for other potential donors to call and would you like to be a solicitor
    - iv) Five year pledge
    - v) Mention that you have given or pledged
- 4) Discuss Naming Ops: Sort it and soft pedal it. Naming ops allows a person's name could go on a plaque but does not mean that they have any design influence.
- 5) Review materials –
  - a) Discussed notes from solicitation experiences and suggestions for editing materials.
  - b) Discussed the role of fundraising events info.
  - c) Discussed setting up donations through the Friends of the Library.
- 6) Review Susie's meeting notes from 7/25 with Gabe Voelker, Town Treasurer, Becky Torres, Mary Anne Antonellis, Dan Thomas-Paquin, Treasurer of Friends of the Library, George Arvanitis and Susie Mosher
- 7) Set up a process to keep on top of the solicitation process (Google docs).
- 8) Discuss next steps and plan an agenda for August's meeting and any other subcommittee steps in between.
- 9) Next meetings: Monday, August 22, 7pm, Town Hall
- 10) Determine sub-committee meetings.
- 11) To do list:
  - a) Weezie:
    - i) Update campaign materials
    - ii) Develop funds processing flowchart and database
    - iii) Resort the naming ops and repost
  - b) Susie:
    - i) Follow up with Joan H. and Penny Kim re: Woodbury's donation
- 12) Next meeting Agenda:
  - a) Parallel universe