

New Shutesbury Library Fundraising Committee Meeting
Minutes Thursday, April 20, 2011, Shutesbury Town Hall, 7pm

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

Visitors present: Mary Anne Antonellis and Becky Torres

Members Absent: Jen Davies

- 1) Approved amended minutes of March 10, 2011.
- 2) Report from FDA's Feasibility study from Matt
 - a) 31 households, 41 people
 - b) General
 - c) Design- like space but not layout
 - d) Visibility – good – 8.6
 - e) Quality - good – 8.4
 - f) Image – good – 8.4
 - g) Community/Meeting space viewed as very important
 - h) New library would benefit summer lake people – (We should have lake events)
 - i) Green Technology – split support – green vs. cost. Need to post the ROI (Return on Investment)
 - j) School bond ending is viewed as positive
 - k) Fire Truck was an issue with some; fire truck has great support with those aware of issues across the board
 - l) Need to be inclusive – oldest residents
 - m) % willing to voluntary relatively small – is a warning sign for support for steering committee. We'll need to work to draw volunteers
 - n) Steering Committee – 15 – 20 with monthly meetings
 - o) Sub-committee meetings around those meetings
 - p) 4 of 6 people involved in campaigns felt \$500K is reachable. No interviewees turned up as a lead contributor. Highest was \$10K. Look to institutions for from higher contributions
 - q) Promote bequest options
 - r) Thought \$3.5M (bldg cost) was on edge of affordable
 - s) Concerns about operating costs increasing
 - t) Points to heed to provide rationale for the cost; include cost/value calc. Include HC a cost analysis from LT
 - u) Five year pledge plan
 - v) CF (cash flow) – State financing needed as payments spread – this refers to funding construction and the timing of inflows related to construction bills
 - w) Corporate and large individuals prefer \$ going to a building fund account
 - x) Setup a capital-acct to accept \$ through the Friends. Could be tied to Treasurer
 - y) Next Steps
 - Send a draft thanks, PDF
 - Campaign
 - Thank study participants & non-participants
 - Send a survey w/ return address to the non-participants
- 3) Next Meeting: Monday, May 2, 2011, 7pm

Respectfully submitted, Weezie Houle