

**Library Facility Needs Assessment Committee
(LFNAC)
July 10, 2008
Town Hall
Meeting Minutes**

Present: Martha Field, Dale Houle, Weezie Houle, Karen Traub, Michele Regan-Ladd, Mary Anne Antonellis
Absent: Lori Tuominen
Guest: Frank Citino, Laura Reichsman

Meeting called to order: 6:40PM

1. **Minutes** - approved June 12, 2008 minutes as amended
2. **Fundraising** - Laura Reichsman, Director of the Family Outreach of Amherst talked about approaches to fundraising in her human services organization. Fundraising must be a combination of mixed approaches: events, grants, direct mail fund raising, etc.

Laura discussed a possible useful fundraising model called "Raising More Money", which is based on the Benevon Model. Laura distributed a handout explaining the Benevon Model.

The Benevon Model focuses on building life-long donors; it is about people having a stake in the community and the organization and establishing sustainability and a strong base of donors and general support.

Laura said that various organizations throughout the Pioneer Valley use the model; for example, Renee Moss, Director of Big Brothers/Big Sisters, uses the model and would be happy to discuss the model and next steps in more detail. Carla of the Western Mass Women's Fund uses the model, too.

The Benevon Model is characterized by four steps: point of entry to familiarize with the cause (no ask), then follow-up for involvement, then a ask for money event and, finally, reconnecting existing donors with the organization's mission. Laura said there is a lot of stewardship involved to link people together, so it becomes easy to pull people in initially. Then need people to ask for the donation at a different event.

Discussed how the Spear Library is unique for Shutesbury and this project would be very town resident specific. There will be a need to look at the base more broadly for fundraising - former residents, former residents who had

children who attended SES, SES alumni, descendants of the M.N. Spear family.

Karen explained the role of the Friends for the Spear Library.

Discussed hosting small house parties to talk about the library. Westhampton had similar house parties during their library fundraising campaign.

Discussed mailing lists, setting fundraising goals, and being realistic about potential of town donors. Laura recommended looking at the amount needed per household.

Discussed timing of the project – approximately 1 1/2 years before next state grant round; at that point in time we will need the building design. Laura discussed that it is harder to ask individuals for money that would not be needed for another 5 years, but this would be okay for larger donors, such as people willing to give around \$10,000 or more.

Discussed forming a fundraising subcommittee. We will continue the discussion at next LFNAC meeting. A fundraising committee would be a subcommittee of the Library Building committee, which hasn't been formed yet. The three groups needing to be involved are the Library Trustees, Friends of MN Spear Library and the Library Building Committee. (*Note LFNAC is preliminary to the Library Building Committee; LFNAC's charge is to develop and submit the Library Building Program to the state.*)

Laura thought in the meantime, the fundraising sub-group could start to imagine the different arms of the fund raising endeavor, such as people/donors and foundations for grants. This way we would be ahead when the library receives state funding.

It was suggested for Laura to meet with the Trustees and with the Friends to have the same discussion as this evening with LFNAC. This way everyone will understand the ideas. Laura would like to meet with the two groups separately. Karen will arrange for a meeting with the Trustees and Weezie with the Friends.

Laura is very willing to help and be part of a fundraising subcommittee. Thank you, Laura for your help and thoughts. lsr@crocker.com

3. Building Program

Executive Summary – Discussed Karen's next version of the Executive Summary. Many parts will be useful in other sections of the Building Program; the history section will be put in a separate section. People liked the

length of her first draft. Karen will rewrite and shorten for a next version of the Executive Summary and post on yahoo.

Community Profile - Martha gave Michelle a draft of Community Profile; Michele will work on the next draft and continuing to compare it to Building Programs from other towns to ensure there are no omissions of important information. Martha used several other building programs and documents for this first draft and thought the section could be helped by another set of fresh eyes. A draft for sharing will be posted at yahoo before the next LFNAC meeting.

Governance and Vision/Mission – Discussed asking Lori to post separately these sections for the current Building Program document. This way we will have the sections in electronic format for when we pass the entire document along to an editor.

Discussed the audience for the Building Program: the state library committee, town residents and as a “letter to the town”.

4. **Other:** Distribution of Drafts – discussed how best to distribute and get comments on drafts. The committee will review drafts and post drafts on yahoo. If input on specific sections is requested from non-LFNAC members, please let the person know that this is a draft and not for wide spread feedback yet. The committee agreed that town-wide feedback will be done when more sections of the Building Program can be distributed together in a more final version. A target of September was proposed but not confirmed.

Possible sites - To the list of possible sites, include a statement that an addition to the Shutesbury Elementary School is not feasible due to land, space and safety concerns.

Money – So as not to raise false expectations, everyone agrees not to discuss the money aspects until more information is available from an architect

5. Next meeting date

Wednesday, August 20, 2008, 6:30 PM, Town Hall

In September, start meeting regularly on the second Wednesday of the month at 6:30PM

Meeting adjourned: 8:20PM
Minutes taken and submitted by,
Martha Field