



**Library Board Development Committee Minutes  
9/30/2019  
4 pm  
Leonard Archer Meeting Room**

Call to order

Present: K. Natoli, J. Gillman, M. Paulisse, R. Light, J. Sansing, L. Ryan  
Absent: C. Ward-Reichard

**1. Public Comments**

None

**2. Campaign status check-in**

**a. Review of goals, timeline, budget**

J. Sansing and R. Light reported that letters are starting to arrive back and they are tracking the return. Goals for the rest of the year were discussed and set as such:

- continuing targeted letter writing to specific groups
- begin to create online fundraising outline in general and specifically, Giving Tuesday Dec. 3<sup>rd</sup>, peer-to-peer and DIY options.
- continue to work larger and longer-term goals into the new strategic plan.

**3. Review and assign prospecting list contacts**

Targeted list of corps and business were reviewed and assigned to committee members and staff. Members will review their own personal lists and report back with options for; email introductions, in person meetings, site visits, phone call, etc.

**4. Update on Grants – reviewer needed**

L. Ryan volunteered to help. J. Sansing will forward/share what grants are currently in progress and what is slated next.

**5. Friends updates**

**a. Grand Opening/Open House for Book Sale**

Scheduled for 10/18 with full all day and ribbon cutting at 4:30pm. Jocelyne will get giant, golden scissors from Chamber of Commerce or City.

**b. Next Chapter Letter**

K. Natoli will report back at next meeting how the Friends would like to include a Next Chapter ask with their current annual letter process.

**6. To do's:**

- a. **Targeted letters** – business in Middleton are next
- b. **Set dates for email blasts** – 3 to 'big' list before the end of the year
- c. **Create video content** – still looking to do some video content
- d. **More the building experience ideas (like the board) that connect with the campaign** – Group discussed posting wish list items on board.