



Library Board Development Committee
10/14/2019
4 pm
Marian Archer Meeting Room

Call to order

Attendees: Light, Natoli, Gillman, Paulisse, Ward-Reichard

Minutes: Light

1. Public Comments: none
2. Campaign status check-in
 - a. Review of goals, timeline, budget: MCF will hold Next Chapter funds through 2020, our goal is to be near \$150k by Aug 2020 to secure 50K MCF matching grant. To date, we've raised about \$39k. Oct and Nov will focus on targeting local businesses with a letter campaign. Light will share the mailing list with the committee. The Friends corporate letters will go out in about a week and will include Next Chapter brochures.
3. Follow-up on assigned prospecting list contacts: Gillman shared her list of contacts for Jocelyne. Jocelyne will follow-up with a call to Gillman to discuss this list.
4. Friends updates
 - a. Next Chapter Letter – The Friends corporate ask letter will go out in about a week, as well as personalized letters to 5 target companies.
 - b. Café Zupas? – Jocelyne is looking into a Share Night fundraiser at Café Zupas. Ward-Reichard has attended a Share Night there in the past; attendees must bring a brochure in hand for their purchase to count toward the fundraiser, which can make cooperation difficult. Light and Sansing will follow-up with more info.
5. To do's:
 - a. Video creation: what should the content focus on? How will this be used? Focus on programming spaces? – Discussion about a video featuring happenings in the Archer Room over a day / week / etc.

would help express the diverse use of this space, as well as the need for support.

- b. More building experience ideas (like the board) that connect with the campaign – Keep exploring new ideas like the Envelope Board that keep the public engaged with the campaign.
- c. Giving Tuesday – December 3rd – Ideally, any promotional video should be available by this date for sharing on social media. Giving Tuesday has a strong social media tie – develop banners and media that can be easily shared for this event.
- d. Online campaign outline