Development Committee Meeting
2-14-19
Archer Rooms
3:30 pm
Attendees: Gillman, Natoli, Light, Paulisse, Sansing, Ward-Reichard

1. Additions or changes to the agenda: none.

2. Old Business:
   A. Donor software cost comparison and decision: The committee is considering Little Green Light (Jocelyne explored) and Donor Perfect (Marybeth explored). LGL is less expensive; products seem comparable. Decision to go with LGL – we’ll move forward with data entry. Karen will approach the Friends for funding of approximately $500 / yr out of the Admin account. The trial will run for 30 days.
   B. Library Board action on MCF and next steps: Board approved the $200k fundraising goal and the use of MCF for a pass-thru account. MCF has offered the opportunity to apply for a $25k challenge grant outside of their grant cycle. This grant would kick in when the library has raised $150k.
   C. Update on currently naming communications
   D. Naming Rights Policy Review: currently being reviewed. Possible areas available to be named: Children’s area, new upstairs tech center, marketplace, new meeting room downstairs, study rooms, gallery space.
   E. Donor Pyramid: 2 donors at $40K, etc. – Jocelyne has a tentative pyramid that she shared with MCF. Jocelyne will schedule a meeting with Van Nutt at the Chamber of Commerce to discuss individual donor prospects, as well as Keith from UPS regarding printing services. Next Chapter needs a logo and print materials— should we explore graphic designer services or design in-house?
   F. Foundation Grants

3. Update on Next Chapter messaging
   A. Staff is currently working on frontline messaging and will create a 1-sheet that includes FAQ.

4. Fundraising Timeline
   A. Goal to have a kick-off event during National Library Week in April.

5. Set Budget for materials, promo, etc. – TBD

7. Engagement ideas – continue to research these.

8. Next meeting – March 1, 15th 3pm

9. Adjourn: 5 pm.