

**Library Board Development Committee Meeting Minutes
October 16, 2020 2pm**

Attendees: Jocelyne Sansing, Rebecca Light, Karen Natoli, Marybeth Paulisse, Chris Morris,
Joan Gillman

Call to Order: 2:00 pm

Minutes by R Light

Library Board Development Committee October 16, 2020 2pm

NOTICE OF ELECTRONIC MEETING

Join Zoom Meeting by clicking

<https://us02web.zoom.us/j/89666955894?pwd=Z3NXNDRCN2JMSnpUZlIiRRWxBY0xtQT09>

Meeting ID: 896 6695 5894 Password: 778572 or Call in by phone: 13017158592 (same Meeting ID and Password)

Call to Order:

1. Public Comments: none

2. Update from Friends of the Middleton Public Library: Friends are planning to fully-fund library request in November, sending out corporate ask letter at the end of Oct/ early Nov, preparing to send out Friends renewals in Nov / Dec. Jocelyne will add info on the Friends board vacancies in the upcoming library newsletter.

3. Next Chapter Campaign: Rebecca and Jocelyne are preparing a social media and publicity push to raise the remaining \$27,500 by the end of the year.

a. Naming Rights and Look Book update: Rebecca will send out the new lookbook pages for the Inclusive Murals and Outdoor Spaces, as well as the revised Youth Services lookbook. Feedback welcome!

b. Social Media Campaign: Over the next 2 weeks, the NC social media campaign will focus on new naming rights, Next Chapter progress and celebrations, and donor profiles. Help spread the word! Jocelyne and Rebecca will put together talking points, background info/contact info of donors and give to committee members and trustees to reach out to express gratitude and invite to participate in a brief interview for a donor spotlight series.

Next Meeting: Nov 19th, 4pm

4. Adjourn