

11/9/2023 Library Board Development Committee Meeting Minutes

In attendance: Jocelyne Sansing, Rebecca Light, Stefanie Moritz, Dennis Dorn, Jean Phillips, Kristen Mildenhall

1. Public Comments

None

2. Review comms plan and website

Reviewed the draft of the bookmobile site midlibrary.org/bookmobile. This will start as the campaign site and then turn into the service information. Need to streamline the online donation process before the site is launched.

The following timeline remains on track:

Stuff the Bookmobile! Campaign August 2023-December 2024

Planning Phase	8/2023-11/2023
Development Committee forms	9/20/2023
Quite Phase	11/2023-2/2024
Reach out to 3-5 corporate donors	
Library Board and Friends Combo Retreat	2/4/2024
Campaign Public Kick-Off	2/2024-6/2024
Completion and follow-ups	6/2024-12/2024

3. Review campaign budget

Total budget for the campaign is \$2000. Okay to spend out of the 212 260 Advertising and Promotions account up to \$1000 if needed, and can reimburse the account post campaign as needed. Campaign costs could include: printing, and swag like keychains, bumper stickers, etc.

4. Review draft documents, donation forms, and determine amounts

Committee suggested starting at smaller amounts, including a \$20 level.

5. Determine 2-3 corporate donors to reach out to and assign

SM volunteered to meet with donors.

6. New Business:

7. Next Meeting: December 14th 2pm virtual

8. Adjourn (action item)

Action items:

1. Committee will take some time to look at the website and provide feedback at next meeting

2. RAL will draft a donation form and gift certificate for review at next meeting
3. JAS will connect with the 2-3 donors identified at reach out to schedule a meeting along with SM
4. JAS will create a google drive folder for *working* documents needed by the committee (will not recreate all documents from server nor website)
5. KM will work with Friends on designated donation through Paypal.
6. Committee members will fill in content in highlighted red sections of comms plan