



Library Board Development Committee Meeting Minutes

February 15, 2024

2pm

Virtual

Attendees: Dorn, Light, Mildenhall, Moritz, Phillips

1. Public comments:
 - a. none.
2. Retreat - things learned/ goals to set/ further questions?
 - a. Attendees appreciated the presentation from Camille Zanoni of MCF; she emphasized the importance of individual donors in a campaign.
 - b. Rebecca will update the Google Drive with new donor prospects discussed.
3. Review Campaign timeline - ready to roll out on 2/26/2024 with Press Release, etc.
 - a. Jocelyne and Brent are coordinating written press release and news coverage. Rebecca is coordinating social media and in-library display. The Friends are planning some social media teasers, email to their mailing list, and install of the coin toss.
4. In-library display fun, swag – Rebecca
 - a. Rebecca has print materials (donor slips, one-page handout, donation certificates) and swag (buttons, magnets, window clings) for giveaway and display. She is also working on a bookmobile cutout for use with the library's new selfie station machine. Kristin suggested adding a moving bookmobile "dial" to the display to show the progress of the campaign, as well as a large QR code on display to go to the bookmobile site / donor page. Rebecca will work on this.
 - b. The Friends are ready to display their coin toss machine. They are planning an email announcement during the first week of the campaign, with the possibility of a postcard mailer as the campaign progresses. Rebecca noted the effectiveness of personal notes in the corner of any mail. The group discussed purchasing a banner for outside – is this in the budget?
5. New business:
6. Next Meeting: March 14, 2pm virtual
7. Adjourn: 3pm