

Town of Southborough
Regular Meeting of the Fundraising Subcommittee of the Library Board of Trustees

Tuesday August 9, 2016 6:00 PM
Southborough Public Library, Eaton Room
25 Main Street, Southborough, Massachusetts

The meeting was called to order at 6:00pm.

ATTENDANCE: Subcommittee Co-Chairs – Margarite Landry and Dolores Fallon were present. Also present: Library Board of Trustees Chair Richard Wallace

ADMINISTRATIVE

Subcommittee meeting schedule

Upcoming meetings: September 27, 2016 and October 25, 2016

Note: The September & October meetings will be held in the Book Sale Room.

REPORTS/DISCUSSIONS

Financial report – Trustee Landry

Balance as of August 9, 2016 = \$58,942.25

Action-Trustee Landry: For October meeting, communicate quarterly balance as of September 30, 2016.

Balances in March/June/September/December from the Community Foundation of North Central Massachusetts.

OLD BUSINESS

Follow-up on previous action items

Grants

Action-Trustee Fallon: Create a grid of grant options.

Library promotion

Fundraising letter

Trustee Fallon presented 3 letter options: previous donors, resident non-donors, business non-donors. Signatories on fundraising letter will be the Fundraising Subcommittee Co-Chairs in alphabetical order by last name.

Action-Trustee Landry: Confirm with Director Donovan about the feasibility of adding business donor logos with links to corresponding websites to the library website.

Action-Trustee Landry: Confirm number of households and businesses in Southborough.

Action-Trustee Fallon: Find out the number of monthly visits/visitors to the library website.

Action-Trustee Fallon: Request a revised quote from mailing house, based on:

- creation of letterhead and envelope for Southborough Library Fund
- number of letter types (3) – 8.5x11 letter in #10 envelope
- number of residents and businesses in Southborough
- options: exclusion of previous donors from 2 other mailings and/or lower postage rates

Action-Trustee Fallon: Confirm the post-election November timeframe to send mailing and the materials needed to send to mailing house (e.g. Library fund logo, lists, letters, etc.).

Action-Trustee Fallon: Make final revisions to letters, including a shorter link (bit.do/sbh), and Trustee Landry's phone number to ask questions.

The Meeting was adjourned at 6:52pm.

Respectfully submitted,

Dolores Fallon
Library Board of Trustees