

NORTH VALLEY PUBLIC LIBRARY

FUNDRAISING COMMITTEE MEETING AGENDA
AUGUST 19, 2012 AT 10:00 A.M.

AGENDA ITEMS:

1. Kris Komar
2. September 23 event
 - a. Food
 - b. Flyers
 - c. Invitees

NEXT FUNDRAISING COMMITTEE MEETING: SEPTEMBER 10, 2012 AT 5:00 P.M.

NORTH VALLEY PUBLIC LIBRARY
BOARD /FUNDRAISING COMMITTEE MEETING WITH KRIS KOMAR
AUGUST 19, 2012

ATTENDANCE:

David Anderson
Joanne Charbonneau
John Conlan
Desiree Dramstad
Kris Komar
Karen Powers

The meeting was called to order at 10:00 A.M.

Kris Komar's recommendations and comments to the committee concerning the capital campaign.

- A large percentage of the needed renovation funds should be in place before going to the public for money.
- Library needs assistance with developing the Library story and should be developing that piece.
- The library needs a feasibility fundraising study done, preferably by an independent person, to determine if there are enough donors and funding in the area to support the project. Kris may be able to recommend a person to do the study, and it may cost somewhere between \$25,000 to \$40,000 to complete.
- The library committee and board should look into the possibility of naming rights for donors, including the renaming of the library/and or individual rooms.
- The library should consider obtaining a new logo and color scheme for future brochures and advertising. Folders and labels are now needed to put the marketing package together.
- The Library should stress, when approaching donors, the advantages of an expanded community room, especially in the area of potential increased programming opportunities.
- Library board should contact financial planners, who can assist with informing their clients about estate planning and how it can help the library.
- Library may want to research bonds as a way to finance the project.
- Monthly patron letter is needed.

John Conlan had to leave at 11:30 A.M. and the following are Joanne Charbonneau's notes for the remainder of the meeting.

- 1) the September event at the hotel to energize volunteers should be postponed indefinitely;
- 2) we should wait on the To Do list (as results from Feasibility Study should help us prioritize).
- 3) We should cancel the September Fund-Raising meeting until we have something to do and work instead on our Donor Prospect Lists.
- 4) We should put the Building Feasibility Study on hold as the results of the Fund-Raising Feasibility Study should inform our thoughts about what kind of building we should be considering and how much we will be able to afford.
- 5) We'll wait to hear back from Kris about her ideas of who might do the Feasibility Study for us. Then we will have to decide how to pay for it (\$25,000 minimum).

Karen admitted she was over her head with her work and travel schedule and thought Kris' recommendation of us hiring a fund-raiser was probably the best way forward when we get to that point. We will have to add the cost of that to our fund-raising goal. Probably will be closer to \$2.7 million once we get to the nuts and bolts of fund-raising. Kris reiterated the same thing we have heard from Melissa that we should have at least 50% in the bank before we go public with the launch.

There was a sense of starting over again yet again and spinning our wheels. I think there is an emerging consensus that we need professional help to guide us through the whole process although we are still reluctant to go the "traditional" route. I think we are hearing that there is no such thing really as a non-traditional way of raising the kind of money we are hoping to. We have heard now from two different consultants that we have to follow certain protocols in order to be successful and from Kris that the very first step should be the study that tells us what is feasible, what the level of interest is out there for our project, what might pique the interest of prospective donors if they are not interested at first, how to engage these people in sharing our vision and helping us shape the actual end product.

The meeting ended at noon.