



## BETHEL PUBLIC LIBRARY

189 Greenwood Avenue, Bethel, CT 06801

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[www.bethellibrary.org](http://www.bethellibrary.org)

### MINUTES OF SPECIAL MEETING

Bethel Public Library Board of Directors Development Committee

Thursday, March 1, 2012

6:00 p.m.

Library Meeting Room, 2<sup>nd</sup> Floor

189 Greenwood Avenue, Bethel, CT 06801

**PRESENT:** Tia Murphy, Chair; Mary O'Leary; Mary Spain; Terri Rotella, Lynn Rosato, Library Director.

**ABSENT WITH NOTICE:** Gary Passineau.

**CALL TO ORDER:** Tia Murphy called the meeting to order at 6:20 p.m.

**APPROVAL OF MINUTES:** Mary O'Leary made a motion, seconded by Mary Spain, to approve the Minutes of August 18, 2011. Motion carried.

**FOCUS FOR 2012:** It was discussed and decided that while continuing to raise money for the capital campaign, the Development Committee would focus this year on building and strengthening public awareness of the Library as an asset and resource in the community. To that end, a community wide contest to create a new logo and slogan for the "New" Library to reflect both its historic and 21<sup>st</sup> century value was discussed. Tia Murphy will bring to the next meeting a more developed concept of the contest and its mechanics. The Committee also discussed and agreed that as each section of the Library is completed a thank you reception for major donors and the public will be conducted.

**FUND RAISING:** The Committee discussed and agreed that the major fund raising event for 2012 will be the Wine Tasting event. Tia Murphy will contact La Zingara as the potential site with September 18 being the first choice date. Once the site and date are decided, detailed planning for the rest of the event will commence.

As was previously decided, fund raisers to sell plants, which are highly labor intensive and low revenue producing, will no longer be conducted. A variety of In-House fund raisers will continue such as *Keep the Change* and *Wowbrary*.

**GRANTS:** Given the current circumstance of construction as well as moving, staff and administration reorientation to new space and requirements, the major focus of grants for this year will be more in the area of developing a new long range plan and less on new program development. Exploring the potential for funding and access to professional planners, Tia Murphy will meet with Jane Bickford regarding opportunities which our regional cultural organization, the Fairfield County Foundation may possess.

**MEETING SCHEDULE FOR 2012:** Tia Murphy proposed and the Committee agreed to a schedule of the first Thursday of each month at 6 pm meeting at the Bethel Public Library. Lynn Rosato will file the meeting schedule with the Town Clerk's office.

**NEXT MEETING DATE:** Thursday, April 5, 2012.

**ADJOURNMENT:** Terri Rotella made a motion, seconded by Mary O'Leary, to adjourn the meeting. The motion passed unanimously. Tia Murphy adjourned the meeting at 2012 MAR - 2 A 10:18

Respectfully Submitted,  
Tia Murphy  
Committee Chair

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