



BETHEL PUBLIC LIBRARY BOARD OF DIRECTORS

189 Greenwood Avenue, Bethel, CT 06801

203-794-8756 Fax 203-794-8761

www.bethellibrary.com

DEVELOPMENT COMMITTEE SPECIAL MEETING MINUTES

A special meeting of the Bethel Public Library Board of Directors Development Committee was held on **Wednesday, March 18, 2009, 11:15am** at the Library - 2nd floor conference room, 189 Greenwood Avenue, Bethel, CT 06801

Present: LBOD members; Bob Crnic (Chmn), Lorraine Go, Terri Rotella, Richard Merritt & Daniel Gaita

Committee Volunteers—Volunteer Coordinator; Debbie Smith,
LBOD Chairman—Shani Burke Specht, ex-officio
Library Director—Lynn Rosato

Absent: LBOD Leslie Mason

1). Call to Order: Committee Chairman, Robert Crnic called the meeting to order at 11:15 am.

2) Approval of Prior Meeting Minutes

Vote to approve the March 4th Development meeting minutes was delayed due to lack of quorum until LBOD member Terri Rotella arrived. Minutes were approved by LBOD members, Crnic, Rotella and Merritt with LBOD members Go & Gaita abstaining due to not being present at the March 4th meeting.

The next meeting of the Development Committee was scheduled for Wednesday, April 1 at 7pm in the 2nd floor conference room of the Library.

3) Volunteer Coordinator's Briefing: (Agenda item moved up due to News Times Rep. arrival delay)

- A) Debbie Smith has received volunteer commitments from various Bethel church groups and community organizations including the Teen Center. She is continuing to pursue volunteer commitments from other church and community groups.
- B) Mrs. Smith prepared and presented for committee review a volunteer shift scheduling sheet to assist her in coordinating sufficient volunteer coverage for planned fundraising events. Volunteer scheduling sheets would be circulated 30 days before the scheduled event.
- C) Debbie reviewed the projected costs for the April 18th Bethel Blooms pansy sale including total flat procurement quantities, price points, delivery logistics and additional fund raising ideas along with plans to contact Hollandia and Steck nurseries for pansy contributions.

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4) Review mailer costs and layout requirements with News Times Rep.

- A) News Times Prints Plus Advertising Rep. Kathy Krizan reviewed the Development Committee's proposed town-wide mailer campaign and distributed samples of newsletters she has printed for other libraries. Postage, printing costs, layout deadlines and design ideas were also discussed.
- B) Ms. Krizan will coordinate mailer design, text and image content with Lynn Rosato and Susan Anderson with the LBOD members providing content and final approvals.
- C) Projected postage costs were reduced to reflect the use of a non-profit postal permit.

5) Finalize Sponsored Area Donor Campaign Brochure Elements

- A) Finalization of Brochure elements to be approved for board presentation upon content and text submission by LBOD & Development committee members.

6) Review and Finalization of Sponsored Area Donation Chart:

- A) Library Director Lynn Rosato and Committee Chairman Bob Crnic scheduled a meeting to review and finalize the proposed sponsored area chart and donor levels for Board approval on Thursday, March 19th at 11am.

7) Review And Strategize Corporate Solicitation Campaign:

- A) Committee member Dan Gaita volunteered to generate a TOP 100 Corporate Donor list from current Bethel and Danbury Grand List data and other non-profit sources.
- B) Upon generating the target lists, the Corporate Donor Solicitation Program would contain similar elements being proposed for the town-wide solicitation program, including the sponsored area donation appeal and a Chairman's appeal letter.

8) Motion to Adjourn:

Motion to adjourn the meeting at 12:30 pm, was made by Chairman Bob Crnic and seconded by Richard Merritt. Motion passed unanimously.

Respectfully Submitted

Bob Crnic
Chairman, Development Committee