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## MINUTES OF SPECIAL MEETING

Bethel Public Library Board of Directors

Monday, March 8, 2010

7:00 p.m.

Bethel Public Library, 189 Greenwood Avenue

**Present:** Jane Bickford, Chairman; Kim Adams, Jim Forman, Eileen Freebairn, Dorathea Gulya-Stasny, Trisha Lewis, Richard Merritt, Shani Burke Specht, Elisa Volpati, Directors.

Lynn Rosato, Library Director

**Absent with notice:** Tom Addonizio; Robin Kahn

Director Terri Rotella entered the meeting at 8:30 p.m.

**Visitors:** Tom Carruthers, Executive Director, Connecticut Film Festival (CTFF);

**Call to Order** Chairman Bickford called the meeting to order at 7:05 p.m.

Chairman Bickford introduced new Board Director Kim Adams.

Shani Burke Specht thanked Tom Carruthers for attending the meeting.

Motion made by Shani Burke Specht to recess the meeting to find a more suitable room. Motion seconded by Dorathea Gulya-Stasny. Discussion re: public access, FOI and Fire Marshall rules and regulations, maximum capacity of the Library conference room. Library Director Rosato will look into specifics re: future use of the Library conference room for Library Board meetings.

Voting "yes": Dorathea Gulya-Stasny, Richard Merritt, Shani Burke Specht, Elisa Volpati.

Abstain: Kim Adams, Jim Forman, Eileen Freebairn, Trisha Lewis.

Chairman Bickford recessed the meeting at 7:12 p.m. to move to the Seelye Room. Chairman Bickford called the meeting back to order at 7:16 p.m.

**Consideration of Development Committee Fundraising Events:** Trisha Lewis distributed copies of the chart of the Development Committee's proposed fundraising events for 2010, and reported that the committee has agreed to hold a Mystery Dinner Theater, a Pansy Sale on 4/24 during Bethel Blooms weekend, a Wreath Sale on 11/26, a Mums Sales during the Bethel Fall Festival, and a wine-tasting event at the Center for New Media and the Arts on 9/25. The date of the Mystery Dinner Theater is contingent upon the Library Board's action re: Library partnership with the CTFF in May. The Mystery Dinner Theater will be held 5/1 if the Library is not involved with the CTFF. The Mystery Dinner Theater will be held in late October if the Library is involved with the CTFF.

Shani Burke Specht asked if all of the fundraising events--excluding the Mystery Dinner Theater and possible CTFF participation--fall within the \$2500 allocated to the Development Committee by the Board at its 2/22 meeting. Trisha Lewis confirmed that they do.

Motion made by Trisha Lewis that the Board vote to hold the Mystery Dinner Theater on 5/1, or at the end of October, dependent upon Board action re: participation in the CTFF.

Motion seconded by Richard Merritt.

Discussion.

Tom Carruthers presented information about the background and history of the CTFF, and reviewed his written proposal previously distributed to the Board. The proposal asks for \$10,000 to partner with the CTFF for a one-night event featuring the screening of a film during the CTFF in Danbury, May 4-10.

The CTFF actively partners with non-profit organizations, offering a customized, "turn-key" event: CTFF will manage online ticket sales, catering, staffing, and coordinated publicity and media coverage, including newspapers, radio, TV and digital media. Screenings will be held at the Palace Theater on Main Street in Danbury. Available dates for a Bethel Library partnership event are Wednesday 5/5 and Thursday 5/6.

Elisa Volpati asked what is included in the ticket price for the event. Tom Carruthers said that \$25 per ticket is the base cost of running the event, and that any additional mark-up goes to the non-profit partner organization. He mentioned additional revenue generators such as a program book, live or silent auction, special VIP-only event, etc., and commented that the organization can tailor the types and schedule of events as they wish. He will know in a few days what film options are available.

Doratheia Gulya-Stasny asked which non-profit organizations participated last year. Tom Carruthers reported that Catholic Charities of Danbury and Interlude participated and that Union Savings Bank was a corporate sponsor. Discussion. Elisa Volpati asked about attendance at last year's events. Tom Carruthers reported an attendance range of 200-300 people at events similar to the one contemplated by the Library, with ticket prices of \$35-100 for the Catholic Charities of Danbury event.

Discussion of the venue. Tom Carruthers reported that the Palace Theater has been undergoing substantial renovation and is a pleasant site with up-to-date screening technology.

Discussion of sponsorships. Shani Burke Specht asked about dollar categories for sponsors. Tom Carruthers reported that categories vary and are customizable, and that he is willing to help design a sponsorship package for the Library. Discussion of PR and marketing costs; Tom Carruthers confirmed that they are included in the \$25 base ticket price. Shani Burke Specht asked about plans to sell

sponsorships. Trisha Lewis replied that the Development Committee is considering options re: selling sponsorships, but that it would be similar to other Library fundraising events.

Chairman Bickford noted the need to move the meeting to another room as the Library was closing to the public.

Motion made by Shani Burke Specht to recess. Motion seconded by Richard Merritt. Motion passed unanimously. Meeting recessed at 8:02 p.m.

Motion made by Shani Burke Specht to re-convene the meeting. Motion seconded by Jim Forman. Motion passed unanimously.

Chairman Bickford re-convened the meeting at 8:05 p.m. in the lobby of the Library.

Continued discussion of CTFF proposal.

Motion made by Dorathea Gulya-Stasny to table discussion of the motion on the floor for later action.

Motion seconded by Elisa Volpati. Motion passed unanimously.

Discussion of potential ticket sales and sponsorships. Shani Burke Specht expressed concern that the \$10,000 investment would not be re-couped by sponsorships alone. Discussion of community support. Kim Adams noted that the demographic of patrons for this type of event are also strong supporters of the Library. Richard Merritt said that the Library could not raise its necessary funds through the sales of pansies and mums, and that the CTFF's track record of success instilled confidence to allocate the \$10,000.

Tom Carruthers suggested developing a comprehensive, annual sponsorship package that the Library could present to potential sponsors, so that fundraising appeals were not so piecemeal and frequent.

Continued discussion of media coverage/PR, choice of film. Tom Carruthers stressed the short timeline to make a commitment to the CTFF.

Motion made by Trisha Lewis to commit the amount of \$10,000 for a CTFF fundraising event to be held Thursday, May 6, 2010.

Motion seconded by Jim Forman. Discussion.

Motion amended by Trisha Lewis to indicate that the \$10,000 will come from ticket sales and sponsors.

Motion seconded as amended by Jim Forman.

Voting "yes": Kim Adams, Jim Forman, Eileen Freebairn, Trisha Lewis, Richard Merritt, Elisa Volpati.

Abstain: Dorathea Gulya-Stasny, Terri Rotella, Shani Burke Specht.

Motion passed.

Motion made by Shani Burke Specht to adjourn the meeting.

Motion seconded by Elisa Volpati. Discussion.

Voting "yes": Dorathea Gulya-Stasny, Shani Burke Specht, Elisa Volpati.

Voting "no": Kim Adams, Eileen Freebairn, Jim Forman, Trisha Lewis, Terri Rotella.

Abstain: Richard Merritt.

Motion fails. Discussion.

Motion made by Shani Burke Specht that the Board approve the following Development Committee fundraising events: Bethel Blooms Pansy Sale, Fall Festival Mums Sale, Wine-tasting event on 9/25, and Wreath Sale on 11/26.

Motion seconded by Dorathea Gulya-Stasny.

Motion passed unanimously.

Motion made by Dorathea Gulya-Stasny to table discussion of the Mystery Dinner Theater event until the March Library Board meeting.

Motion seconded by Shani Burke Specht. Discussion.

Motion amended by Dorathea Gulya-Stasny to also table discussion of the Technology Committee requests until the March Library Board meeting.

Motion seconded as amended by Shani Burke Specht.

Voting "yes": Kim Adams, Eileen Freebairn, Dorathea Gulya-Stasny, Trisha Lewis, Richard Merritt, Terri Rotella, Shani Burke Specht, Elisa Volpati.

Abstain: Jim Forman.

**Consideration of Chamber of Commerce Bethel Book ad:** Discussion of ad size, cost.

Motion made by Terri Rotella to purchase an ad in the Chamber of Commerce Bethel Book for an amount not to exceed \$300.

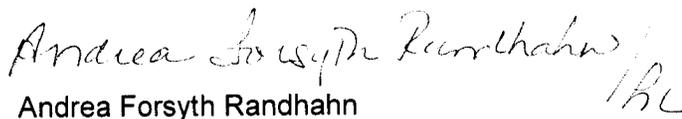
Motion seconded by Shani Burke Specht. Motion passed unanimously.

Motion made by Shani Burke Specht to adjourn the meeting.

Motion seconded by Elisa Volpati. Motion passed unanimously.

Chairman Bickford adjourned the meeting at 9:04 p.m.

Respectfully submitted,

  
Andrea Forsyth Randhahn

Recording Secretary