

Whiting Library Fundraising Committee Meeting
March 17, 2022 – Minutes DRAFT
(Meeting held at the Whiting Library Community Room and via Zoom)

Present – Lyza Gardner, Ed Grossman, Donna McNeill-Hudkins, Kathryn Poston, Robert Nied (zoom)

Agenda

Call to Order - The Meeting was called to order at 4pm.

Additions to the Agenda – Robert asked that the topic of Better Places Grant be added to the agenda. It was moved to New Business.

Old Business

- 1- Company Business Outreach Plan – Lyza shared that she used a spreadsheet of area businesses to create a list of commercial enterprises in Kindful - a Business Group for 2022, that would be used for fundraising. This list needed additional information to be researched, e.g. proper contact person for each enterprise. After some discussion, suggestions were made on how best to follow up. This endeavor will continue to be explored and follow up procedures will be refined.

New Business

- 1- Prepare Appeal for May 2022 Fundraising Drive – Timeline and Task Delegation
 - A. The Letter – Lyza will draft a new fund drive letter to share that highlights Strategic Planning initiatives, diverse programs, grants, upgraded WiFi and equipment, and other important WL attributes and endeavors.
 - B. Materials and Timeline
 - Fundraising Committee Meeting April 19th, 4pm to finalize May FR Drive Materials and Finalize Process for Solicitation of Donations, including Businesses.

- Materials to Printer by April 25th, 2022.
- Materials Distributed to Trustees for Mailing at May 10th, 2022
WL Board Meeting
- Trustees Mail FR Drive Letters – Mailed by May 20th, 2022.

2- Better Places Grant – State Grant for Facilities in Public Places

Robert reported that he, Deirdre, Julie Hance, and a State Representative for the Grant, met (State Rep remotely) to discuss a grant to address the outdoor space at the library. Redesigning and optimizing the outdoor space has been a priority for WL for Youth and Children's programs, adult programs, and access to appropriate outdoor seating at the library. This is a great opportunity. Details as follows:

- Grant is for \$60,000, with \$40,000 provided by the State after \$20,000 is raised through Crowdsourcing by the library.
- Crowdsourcing – WL needs contributions from a broad base of contributors. The grant included a Crowdsourcing Platform and Crowdsourcing Coordinator. All donations need to be made using the crowdsourcing platform. Our grant will be posted nationally for crowdsourcing contributions. We need additional clarification on the details involved with crowdsourcing.
- Outdoor Space will be ADA compliant.
- Archeological Review – because the WL is on the State and National Historical Registries, an archeological review is necessary to proceed.
- Scott Wunderle has volunteered his time to draft a preliminary plan for the site.
- Fundraising and the Grant – There was a substantial discussion on the impact of crowdsourcing \$20,000 while trying to meet our fundraising goals. We want to keep these two endeavors separate and work to minimize the impact of grant crowdsourcing requests on fundraising donations that are essential to meeting our budgetary responsibilities.
- Moving Forward - Robert will get additional information about the crowdsourcing component. With committee endorsement, we will move this item to the agenda for the full board at the April 12th, 2022 regular meeting.

3- Parking Lot Paving – The Town will address the paving needed for the parking lot. This will help improve everyday library parking and meet the needs of the Better Places Grant.

Adjourn – Meeting Adjourned at 5:10 pm – next meeting – April 19th, 2022, at 4 pm – WL Conference Room.