

FOUNDATION FOR SOUTHERN TIER LIBRARIES

September 7, 2011 Minutes

Southern Tier Library System Service Center, Painted Post

Foundation Board members present: Dr. Dale Wexell, president; Peter Gamba, Dorothy and Mickey Martelle, and Bonnie Weber

Observers present: Maija DeRoche and Ristiina Wigg

Chairman Dr. Dale Wexell called the meeting to order at 4:35pm and determined that a quorum was present. The Foundation Board unanimously approved minutes of the August 10th meeting.

The treasurer was not present, but Dr. Wexell reported that the treasurer is working on a plan for the Foundation's financial structure, to be ready by December.

Marketing and Public Relations: Maija DeRoche passed out copies of "The Glorious T," a promotional brochure about Montour falls. The artist who created sketches for that brochure is willing to do the same for libraries. Rusty Wigg passed around some sketches of STLS member libraries commissioned by a previous STLS director. A future project might be a brochure featuring all 48 STLS members with a paragraph about each.

Foundation brochure: Committee members discussed the most recent draft, recommended wording changes and rearranging the content, and print on heavier paper in a tasteful color. The brochure may encourage contributions for the specific services mentioned. Many libraries, include Howe and Pulteney, receive substantial amounts of memorial funding. The committee will review the revised brochure at the next meeting.

The committee also reviewed five proposed stationery design options provided for the Foundation by Allison Monnell of Alli's Studio. The Board thanked Allison for her generosity.

Strategic Plan – as proposed in April, part of the mission is to provide funds to local libraries for special projects.

The STLS Revenue Enhancement Committee has suggested a capital campaign to retire the STLS mortgage, but this has not been decided. The Foundation Board must decide on commitments according to the its comfort level. The Foundation's first year goal, from the date of incorporation, is for \$20,000.

In 2012 the Foundation Board will develop its own revenue enhancement committee separate from the Southern Tier Library System.

In November STLS will conduct a targeted mailing to introduce the Foundation.

- Generate seed money for the Foundation
- Establish Foundation as being for the benefit of local libraries
- Limited mailing – 500 – 600, including member library trustees
- Identify 3-10 people who would consider a donation of \$100 or more
- Include Foundation brochure, cover letter, return envelope
- Prepared by October, mail in November
- Foundation and STLS board members will be asked to write a personal note on form letter to people they know

Question: What is experience in fundraising during tough economic times?

Answer: Targeted audience of supporters will continue to give; maybe at reduced levels

Dale agreed to have 1,000 small envelopes and 1,000 business-size envelopes printed with the Foundation's logo.

Action step:

- Revise brochure; distribute revised copy before next meeting – Rusty
- Get envelopes printed – Dale
- Compile a list of 3 – 10 names of people who could contribute \$100 or more to the Foundation – Each board and revenue enhancement committee members
- Develop solicitation letter – brochure committee
(Dale will provide the committee with key elements)

The next meeting will be Wednesday, October 5th, 4:30pm at STLS.

Respectfully submitted,
Ristiina Wigg