

MINUTES
Revenue Enhancement Committee
Southern Tier Library System
May 2, 2011

Present: Dale Wexell, Chairman, Sherry Collins, Maija DeRoche, Denise King, Pat Selwood, Bonnie Weber, Ristiina Wigg

The meeting was called to order at 9:35am by Dr. Wexell.

Transition from Steering Committee to Foundation Board meetings:
Dale Wexell said that when Foundation applies for its charter and the Foundation Board begins to meet, the Revenue Enhancement Committee will act as the Development Committee for the Foundation for the first 12 – 18 months. This activity will blend in with what the STLS Board would have done if it acted as its own fundraising body.

Dale suggested that the Foundation's first priority be retiring the STLS mortgage (just under \$500,000), freeing up approximately \$60,000 per year for services to members. Dale recommends proceeding with incorporation of the Foundation. The first year goals and activities will be developing a publicity and marketing campaign and raising \$20,000. The second year activity would be running a capital campaign on a pledge basis, asking top organizations for contributions. The Foundation might expect to raise 80% of the cost with pledges, with the remaining 20% from a general campaign. These suggestions will be presented at the May 3rd Steering Committee meeting.

Committee members like the idea – “Retire Your Debt” are big buzz words. The estimated Fall 2012, Spring 2013 goal would be to raise \$750,000 – retiring the debt with funding for ongoing maintenance.

Future Revenue Enhancement committee meeting might have a split agenda – the first half of the meeting would be with Foundation Trustees, the second half of the agenda working on fund development with the foundation.

Foundation officers will need to be chosen by the first Wednesday in June; incorporation papers will be filed no later than July 15th.

Sherry Collins will resign by the committee as of July 1st; Maija DeRoche will also be resigning.

Solicitation of a delivery van is continuing. Simmons-Rockwell has said that they would make an offer.

PayPal account on the STLS website.

The committee encouraged STLS staff to proceed with a “Donate Now” button and link on the STLS website. All donations would go to the Foundation. Allowing donors to contribute to eBook purchases or other purposes would undermine the Foundation.

Rusty will bring some suggestions for implementing a ‘Donate Now’ button to the next meeting for the Committee to consider.

The committee also requested some grant concepts for STLS. The Institute for Museum and Library Services is a possibility for grants.

Rusty reported that she will be visiting New York legislators in Washington DC on national Library Day. She will meet with an aide to Congressman Tom Reed and participate in meetings with aides to Senators Schumer and Gillibrand.

Next Committee meeting – May 31st, 9:30 am, STLS

Respectfully submitted: Ristiina Wigg