

**Lower Level Renovation Joint Fundraising Meeting**  
**Library Trustees, Lower Level Renovation Committee, and Friends of the BFL**  
**In Meeting Room B, Municipal Building, 10 Grandview Road**  
**July 1st, 2015**  
**APPROVED**

**Present:** Mark Leven (Foundation Director, LLRC Chair), Rita Morrison (President Friends of the BFL), Christine Carey (Trustee, Friend of the BFL, LLRC), Paul Rizzi (Foundation, LLRC), Eric Anderson (Foundation, LLRC), Lori Fisher (Library Director), Ann Hoey (Trustee), Colleen Haggerty (Foundation, LLRC), Jeff Kipperman (LLRC), David Withers (Trustee, LLRC), Bill Cohen (Foundation, LLRC), Susan Hatem (Foundation, LLRC), Nora Telifson (LLRC)

**Meeting called to order:** 7:05 pm by Mark Leven.

**Welcome Nora Telifson:** Mark introduced a new member, Nora Telifson. She will help us out as the “Volunteer Solicitation Coordinator.” She is from Bow, has a public accounting background, and currently works with Jeff Kipperman.

**Review of Minutes:** The minutes from the June 3rd, 2015 LLRC meeting were reviewed. Eric Anderson moved to accept them, Rita Morrison seconded, and the minutes were approved.

**Recap of 6/19 Phase 1 Opening Event:** Mark noted that it appeared to be a very good event. Lori Fisher said the staff felt there were higher numbers in attendance this year, and that more adults than usual were there because they were interested in the lower level. Jeff Kipperman said all the people he talked to in the lower level were excited about the project. Rita Morrison told the group that the Friends made \$100 in the book sale that day. Lori said that many people are going downstairs for the book sale during the week as well.

Lori let the group know that the small meeting room is available for booking now, but that the group tutoring rooms are not. The trustees are working on policies for the group tutoring rooms before they are open, which will hopefully be for fall. After hours booking is not available, and probably won't be until the final phase. Mark would like to use the room next time, and Lori said it would be available. The group discussed what to call the room, since it has a plaque now - the “Welch Room?” The trustees will call the Welches to ask if this is okay.

**Foundation Board Report:** Susan Hatem reported that there is now a Google spread sheet to help track donations, thank yous and pledge reminders so we can be more organized. She noted that there are not very many outstanding pledges. Mark Leven is going to draft a pledge reminder letter and email it to the Thank you sub-committee to be sent out. Right now, when a check and or pledge card comes in, the library staff thanks the donor, copies the check and pledge card, puts the originals in the Foundation box for the treasurer, and the copies in Lori's inbox. This system will continue.

Mark Leven and Bill Cohen report total donations and pledges at \$189,251.61. There is one question about a pledge that needs to be cleared up - the total may be \$190,251.61.

**PR Sub-committee Report:** Eric Anderson showed the group the picture with donation thermometers that was posted at the June 19 event. The group thought the picture should be sent to the Bow Times for the August edition. Lori and the PR subcommittee will meet this month to write up an article to accompany it. Eric also showed a picture of the donation tree, and Lori said the rock representing the Town of Bow's donation has arrived. Ann Hoey noted that we need a sign about what the tree is for (what amount the different colored leaves represent, what the rocks represent, etc.) The PR subcommittee will work on that as well. Susan Hatem wondered if there was a better way of letting the public know about the leaf and rock donation levels. There is a discussion about promoting awareness in the town, that we should start soliciting for smaller amounts, that we should ask people who have donated to reach out to others to share their enthusiasm, and that many people are just waiting, saying to themselves, "when do they want the money?" Maybe the 4-fold mailing could be altered to promote these ideas more clearly, especially that we want the money "now." It could include a picture of the donor tree, what the leaves and rocks represent, etc. The group suggested that the 4-fold mailing should be revised once more by the PR subcommittee. They will then present it to the group in August for "testing" - letting people who are not in the group give us feedback. The PR group will then contact the person that will help us mail it out - the goal being to mail it out the week of September 14th. There was a suggestion that with the article in the Bow Times there could be an interview with a donor.

**Events Sub-committee Report:** Ann Hoey told the group that the next fundraising event will be Saturday, 10/17/15 from 7pm-10pm in lower level. The event will aim to engage the public and give them a taste of what could occur in the lower level. There will be an open mike, maybe with the high school jazz band playing in the back ground, an MC, etc. There was discussion about who could MC and types of performances.

**Fundraising Sub-committee Report:** Jeff Kipperman spoke about the Bow Rotary donation. He talked with Rick Minard (past president and president when the pledge was made). Rick said to make the request for fulfillment of the pledge when we are ready to use the money, such as after the town has committed the last \$50,000 at the next town meeting. Paul Rizzi said the Fundraising sub-committee hopefully will reach 190k in the bank by August.

**Parking Sub-committee:** Mark Leven said that the Parking sub-committee is still working with Attorney Uchida but that Tom Ives is also working with network of people in town to help the process along. They have the application for variance that they are working on. Eric Anderson warned that you have to pay close attention to the timing, etc. of when things are due and expire. Dave Withers reported that the survey work required by the town is done. It is not clear if the parking variances will be completed by town meeting.

**New Business:** There was no new business.

There was no public comment.

**The next meeting will be Wednesday, August 5, at 7pm in the small meeting room in the Library (the Welch room).**

**Meeting adjourned:** 8:08 pm, by Mark Leven.

Respectfully submitted,  
Christine Carey