

**Vernon Free Library Board of Trustees
Working Session Minutes
September 22, 2022**

MEMBERS PRESENT:

Cassie Sailsman, Chair
Kristin Bratton, Clerk
Julie Nevins, Secretary

WORKING SESSION

Cassie Sailsman called the meeting to order at 6:00 pm.

The purpose of this work session was to approve the postcard final design and expenditure for printing and mailing for the annual appeal. The postcard contains a link to a very brief, anonymous survey for the public to report what brings them to the library, or what would bring them to the library more often. If they choose, survey respondents can enter for a drawing to win a gift card for completing the survey.

Kristin Bratton made a motion to approve the survey as written, with addition of link that Julie Nevins will add to collect contact information for the drawing, while keeping the survey anonymous. Seconded by Cassie Sailsman. Motion carried 3-0.

Julie Nevins made a motion to spend \$25 from the gift fund to purchase a Visa gift card as a gift for people who complete the survey and enter the drawing. Kristin Bratton seconded. Carried 3-0.

Julie Nevins made a motion to approve the design of the postcards for the annual appeal. Cassie Sailsman seconded. Carried 3-0.

We will order 1100 postcards for every door direct mailing, 2-sided, full color. This includes a final draft from the printer that the Trustees will sign, as well as extra postcards for mailing to out-of-town patrons. The estimated cost is \$724.33 for printing, \$152.41 for every door direct postage in Vernon, and \$22 for postage for out-of-town mailing.

Kristin Bratton made a motion to approve expenditure of up to \$1000 from the gift fund for printing and postage of the annual appeal postcard. Cassie Sailsman seconded. Carried 3-0.

Julie Nevins moved to adjourn the working session at 6:25 pm. Kristin Bratton seconded. Carried 3-0.

Respectfully submitted,
Julie Nevins, Recording Secretary