

Library Building Committee Meeting – September 29, 2014 - DRAFT

Present: John Freidin, Maria Graham, Dennis O'Brien, Peter DeGraff, Christina Johnston, Kathleen Ramsay, Kevin Unrath, Susan Shashok. T Tall joined us at 4:50.

Meeting called to order at 4:33

Minutes of the last meeting: Accepted unanimously as presented.

Public Survey: Mr. Unrath related that 280 surveys have been received so far, with hopes of exceeding 300 by the end of the survey period. Ms. Johnston pointed out that a number of people on the survey thought the fiscal situation wasn't ideal for a major building project. Mr. O'Brien suggested we highlight items that don't make it into the majority excellent or good categories as items of special note. Ms. Shashok recommended grouping comments to see if there are some that stand out, and then condensing down to provide a straightforward message to the public. Mr. Freidin instructed distributing questions so each committee member will delve into the comments on one question. Q1 – Ms. Shashok; Q2 – Ms. Johnston; Q3 – Ms. Graham; Q4 – Mr. Artim; Q5 – Mr. Degraff; Q6 – Mr. O'Brien ; Q7 – Mr. Freidin. Mr. Unrath will provide condensed data for the qualitative part and will supply the final survey results to the committee by October 3rd.

Presentation from T Tall: Mr. Tall presented on running a successful capital campaign. His background as a long time development consultant has given him unique insight into running capital campaigns. First key is that *people give to people*, not institutions – who asks whom is crucial. Ilesley's strengths: outstanding library with great staff and programs. Biggest weakness: governmental organization, seen as municipal funding priority not private funding. Subcommittee should look at all needs of the library for next 20 years: new construction/renovation/maintenance fund/relationship to Sheldon Museum.

- *First step:* If cost of project will exceed \$300/400k, contract a 6-8 week campaign feasibility study with confidential interviews (at a cost of +/- \$25,000), looking at individuals, corporate, foundations, etc. along with the economic climate.
- *Second step:* Start identifying, cultivating, soliciting requests and then providing stewardship to close the loop with donors.
- *Third step:* make the case for support: 1)Who are you, where did you come from? 2)What do you envision down the road? 3)What do you want to accomplish during this campaign/what will you be making better (your laundry list)? 4)What will it cost (with hard estimates)? 5)What are the commitments in hand already?
- *Fourth step:* have the board approve the goal and contribute to it.
- *Fifth step:* Pick out campaign chairs or co-chairs, with people assigned to subcategories (lead gifts, corporate, foundations, public sector) to form a steering committee. When soliciting money, don't exceed five-to-one ratio for volunteers to prospects.
- *Sixth step:* Begin quiet phase of campaign, attempting to raise 1/3-1/2 of funds ahead of time.
- *Further advice:* If you hire a consultant, expect that 4-8% of amount to be raised as a fee for directing the campaign; stick to your timetable; consider municipal versus private sources.

Library visits: Mr. Unrath presented photos from visits to Essex Junction, Montpelier, Manchester, Hanover and Bellows Falls in thematic groupings including meeting rooms, children's wings, technology areas, improved lighting and other contemporary features. Ms. Ramsay suggested that we present a version of this on MCTV, and Mr. Unrath will work on one with voiceover with Kurt Broderson of MCTV.

Timeline: Reviewed and updated. Mr. Freidin suggested we invite state library employees or library directors to give us a second set of eyes on what we might need by walking through Ilsley (October), perhaps exchanging this service with the Pierson Library. Mr. Freidin also suggested we try to roll out PR about the library in the Addison Independent, with Mr. DeGraff suggesting these stay informational and not focused on the building project per se, and Ms. Johnston explaining that history plays an important role in telling this story. Mr. Freidin encouraged pushing back the timeline a little, using October and November for gathering public input, with February-March to finalize the RFP for architects. Mr. O'Brien thought we should also be looking preliminarily at the feasibility study for an initial cost range to provide to architects along with the RFP.

A wide-ranging discussion ensued as to the proper order for the proposal moving forward. Ms. Shashok reminded that the charge of the committee is separate from any fundraising for the project, but rather the committee is charged with a finding preliminary design based on the needs assessed by the committee with public input. Mr. O'Brien emphasized conducting informal knowledge collection with town leaders.

Group meetings: Mr. Freidin presented questions to ask and who to invite, with individual contacts to be divvied up among members.

Next meeting: Monday, October 27th at 4:30 pm.

Adjourned at: 6:40 pm.

Respectfully Submitted, Kevin Unrath