

Fundraising Sub-Committee Meeting Minutes
Tuesday, July 6, 2021

Members Present: Adam Schertzer, Cindy Goodland, Pam Davies, Kevin Hamilton

- I. Meeting called to order at 7:21 p.m.**
- II. Public Comments - None**
- III. New Business**
 - A. Kevin was elected as chairperson of the committee.
 - B. Discussion of past fundraising events
 - 1. Pam talked about fundraising for the Marjorie Scoboria Greenway and the addition of complementary fundraisers for supplemental funds (e.g. benches and plants for families to buy, etc.).
 - 2. Adam discussed the fundraising for the Pop-Up Library and the overall importance of having a tangible goal that people can get excited about.
 - C. Discussion of possible fundraising projects
 - 1. Perhaps the stairs, the rotunda, the stained glass window, and/or the artwork in the library need(s) to be refurbished.
 - 2. Perhaps we could repair the stairs and have people “buy a brick”.
 - 3. Perhaps we could create a mural where the community could contribute (similar to the “buy a brick” idea). Kevin remarked that this could be tied into the ongoing project with the woman who wanted to donate to the library in memory of her daughter who was an environmentalist.
 - 4. What does the McKay Branch need?
 - 5. Pam suggested that we could also do programming fundraisers.
 - 6. We could also put together a social event, especially given the end of quarantine and the pandemic - although these events do not make much money.
- IV. Other**
 - A. Cindy said that she found some books on fundraising specifically for libraries. She said she would take the initiative on looking into those.
 - B. We can use the Friends of the Library as a support.
 - C. Ongoing Questions
 - 1. What is our final goal? What are we trying to fund?
 - 2. Would we fundraise for a need (e.g. the retaining wall) or a want?
 - 3. How does COVID impact this fundraising pursuit? We must gauge the attitude of the community and their willingness to give.
- V. Set Next Meeting Date**
 - A. At the upcoming meeting, Adam will add “project brainstorming” to the agenda.

- B. Additionally, we will not set a next meeting date until we discuss possible projects with the Trustees and Associate Board.
- C. Pam is going to wait until we find a specific project and then see if there are foundations, businesses, etc. that are donating to projects that fit with what we have settled on. Many places need to donate because of tax reasons, so this is where her grant-writing expertise will be of particular use.

VI. Meeting adjourned at 7:38 p.m.