

Steering Committee Meeting Minutes - Approved

May 12, 2009

Members present: Dave Beinetti, Tom Dooley, Anne Marie Gordon, Laurie Guenther, Bill Lane, Mary Tichenor, Ian McNabb

The meeting was called to order at 7:12 pm.

Public Comment

None.

Approval of Agenda

Agenda was approved with one additional discussion item: FAQs.

Approval of Minutes

Tom motioned to approve, Dave seconded. All in favor; none opposed.

Communications Update

All groundbreaking ceremony invitations to library committee members have been mailed. Many dignitaries have been accepting the invitation to attend the groundbreaking ceremony and have offered to speak.

The group reviewed the latest FAQ brochure (distributed at Cougar Creations in April). Ideas for additions to the next FAQ includes:

- Location and size of new library was passed by Town Board on May 11.

Target distribution could be Festival on the Green, around town, at library.

Discussion about materials (library rendering, 3-D outside view of library in the town, updated FAQ brochure, etc.) that may get distributed at Festival on the Green might want to be designed to have same look and be of high quality. Engage Library Strategies in this discussion, ask them for guidance on what to distribute, and request examples of collateral they have used in the past for PR. Use these opportunities to begin developing the relationship with people for future giving opportunities.

Consider using FAQ to educate public about facts of library project in anticipation of elections in the fall. Include pie chart showing impact on town taxes or include additional discussion to continue reinforcing the minimal impact of the new library on town taxes and when impact will happen.

Development Committee Update

Library Strategies will be here June 17-19 to interview, if we have a minimum of 6 solid interviews lined up. Once interviews are complete, a campaign goal and plan will be developed.

Upon review of a draft list for naming rights, suggestions were made to make items tangible (can see it, e.g. rooms) vs. conceptual (sustainable architecture). A suggested addition to the list was the lobby, and individual meeting rooms. It was also discussed to spend more time on what to call each of the items, using some creative language to make them more enticing and descriptive to the average person. Including opportunities to develop ongoing annuities was also suggested. Typically the architecture firm develops a prototype of what naming rites signage would look like so it can be shown to the potential donor.

Facility Committee Update

The Town Board unanimously approved Option E for location of the new library. Option E would be a 7,000 or 9,000 sq. ft. new building attached to the existing library addition and incorporates the original library as well.

There also was discussion at the Town Board meeting about the importance of the adjoining property. Some ideas for how to approach this next step were discussed.

The need for facilitating development of plans with HBT was discussed. Ian will discuss with the Facilities Committee and HBT how to accomplish what is necessary in the available time: one meeting per week with new sketches and new developments to show us, meeting with Laurie in addition to these meetings.

Update Timeline

Capital campaign items will be temporarily removed from the timeline and added in again at a later date so we can look at where we are vs. where we need to be with library plan development.

The next Steering Committee meeting will be Tuesday, May 26 at 7 pm.

The meeting adjourned at 8:05 pm.

Respectfully submitted by,
Paula McIntyre