

Belleville Area District Library Board
Marketing Committee Notes
Monday, September 14, 2015

In attendance: Mary Jane Dawson, John Juriga, Sharon Peters, Carol Johnson, and Mary Jo Suchy

The meeting convened at 10:30 am.

The committee discussed how to identify individuals, community, and business leaders who would be willing to help with the library's efforts to raise funds and to keep the community involved and aware of the steps being taken toward the goal of building a new library. The library also needs the support of local elected officials.

Preliminary meetings will be held with interested stakeholders detailing the survey results and initial plans for a downtown site and satellite and asking for their thoughts. Elected officials are seen to be an essential focus for preliminary outreach.

As the library reaches out to community and business leaders, one or two prominent people could be identified to serve as honorary chairs of a fundraising committee. Interested community and business leaders could be invited to a reception, possibly in January.

A timeline should be developed. The deadline for being on the November 2016, ballot is August 16, 2016. Sharon Peters asked the committee to start compiling names of local people and companies who should be contacted.

The use of a professional fundraiser was discussed. It might be premature at this point, but could be useful when formally asking for contributions.

Different categories of giving can be created, based upon amount. Some people might be more willing to contribute to a specific fund (e.g. computers, furniture, etc.), rather than just a general building fund. Some might wish to contribute money upfront and others might be more comfortable pledging money contingent upon the success of the library in securing the rest of the funding for this project.

The meeting adjourned at 12:00 pm.