

## **Friends of the Waterboro Public Library Meeting Minutes March 8, 2010**

Present: Jack Seery, Victor Wright, Roxie Wright, Debby Downs, Jon Gale, Bobbi Gallant, Terry Lowell

### **Business:**

Deb motioned to approve the minutes of March 1, 2010, seconded by Roxie, motion carried unanimously.

Jack noted we need one more voting member; Deb motioned to make Victor a voting member, seconded by Terry. Motion passed unanimously.

Conference call with Mat Eddy regarding his meeting with Jack Seery and Steve Podgajny, the Executive Director of Portland Public Library. Steve is very impressed with the Friends progress. He feels the Board members should all make a significant contribution to indicate their commitment to the new Library and Community Center project. Steve suggests a prospect review committee to identify people who are well connected within the community; this is a two-fold process to identify donors and to build a network of support for the construction bond vote. These people are part of groups within the town, i.e. the Fire Department, the Lions and Lionesses, Home Schoolers, Parents and Teachers, the businesses community (WAB), the construction industry, etc. They will help identify donors and assist us to develop an asking strategy. Network members may be willing to ask their contacts for contributions and/or voter support in November.

Schedule another Spaghetti Dinner at the Snowmobile Club, to expand our network of supporters, Monday March 29<sup>th</sup> at 6:00 P.M. Possibly have Mat attend as facilitator. Jack, Victor and Terry will meet Wednesday night to review our contact lists. Jon will verify availability of Snowmobile Club with Tammy Jo.

We need to make a formal announcement of the Capital Campaign.  
Need to spread word about "house parties" to raise awareness.

Terry discussed media campaign. While there are many avenues for free advertising via websites, bulletin boards, emails, newspaper letters to the editor, Saco River Community Television, distribution of literature, presence at Bean Suppers, etc., an ad campaign will cost about \$2000. Tri-folds, benefits list and bookmarks will be printed this week. Jack and Terry will meet Friday to develop a media strategy.

Meeting adjourned at 8:50.

Respectfully submitted, Terry Lowell