

Waterboro meeting 10/19/09

Discussion concerning event:

What does this committee feel the goal of this event is, and the process that this will take us through until the referendum in the summer?

Terry- 75%PR 25% fundraising- if ticket price is too high, won't be able to get people there. We need to have the model on display and materials as take away. There should be some way of getting a feel of what people think –straw poll, contact info etc at each of the events. Name to state support in print ads, need more information, will vote etc. gifts of 'friend of library' to have available. Support for the referendum is really what we need.

Debbie- It should be a visible kickoff to a ratcheted up campaign to raise the funds so that when we go to the town we have some backing. 50 ways to support the library- half page ad for giving opportunities. Clink bags- donations for the library etc.

Victor- We should set a goal of five figures for this event- at least \$10,000 - \$5k in ticket sales, \$5k in auction items. Attended a pig roast, \$48000. Starting planning for next year at the end of this event.

Terry- re- auction items- should consider ad in Waterboro paper to solicit items?

Victor- we need to go around and ask, because we don't have enough time.

Roxie- increase awareness and get us going.

Jack- We should have fun. It should be very professionally done, different and classy. We need to create Ambassadors for the Library. Have attendees leave with information, excitement and the motivation to bring it up and promote the library.

Mat- this is really needing to be an advertising event. Grows this group to 100 then 200 etc. then positions us to get the sense of how the committee is going to perform, and how the ask is going to go, for each of the team members to sell 10 tickets events. Lots of advertising etc during and after the event. The selectmen to walk away from it feeling great. For the buzz to start. A truly educational event, and for the formal ask to be in place for the week after the event.

Event pieces:

Location:

Taylor house- better for spring- summer

Lake Arrowhead Club house- holds 146- clubby.

Old Town Hall- can we sell beer/wine? (selectmen can approve this) How many can it hold? Is there a kitchen- new space? Good parking. Hall space and other meeting room space. John will take this to the selectmen to vote for a public hearing to hold the event, probably the 3rd.

Sukokis 199- restaurant- but cost for closing restaurant?

Heritage center- Victors place- all set

Food- Jack

- local caterer- Leo Binnette, staff help in catering & bartender (Jack to ask Leo right away)

Drink- having beer & wine helps the bids. Caterer will need to have a license and server with training. Need to go to the town selectmen for hearing on the

Time- 4-7pm

Ticket price: \$25 per person includes 1 drink ticket. Free ticket to enter to the sheriff to attend.

Music: John

at the top of the stairs- Guitar player at Sully's, John's youngest son has a Jazz trio- Midcoast area have to check their schedule –probably a couple hundred bucks. Have a quartet that plays Jazz and RnR, 3 guitars & drums. Usually go for \$400, but would give up his \$100, so probably \$300.

PA system and Master of Ceremonies-

Auction items: Tom & Bridget

Tom- getting donations requires a lot of stamina, and follow up and at least 6 follow up calls. Written note then follow up phone call. Others in committee to get local gifts, tom to get them from out of state or farther in Maine. Harder with people you know.

EVERYONE PLEASE FIND A FEW GIFTS!!

What are people looking for:

Bridget: prizes from local businesses- can work with Tom and help to get these out there, and email the group to contact folks they know.

Victor- lots of great local options- gallon of local pickles, boat trip and lobster bake.

Tom- definitely getting items to get 90% on the dollar, others will be too unique to get full price. Private dinners etc are good ones. Need small, medium and large things now for everyone to enjoy it. Going to try to get a few larger ticket items and destination items (60-70% on the dollar). Started carving canoe paddles in exotic hardwoods- if done, will donate it. Probably 6-12 items. Probably would be remiss to

not have books- signed books. If live and silent auctions- need over 100 items, and we don't quite have the time to organize it. Use this event to tell you a lot about the people attending and the event.

Victor –another Raffle idea- 40 buckets in front of extra items- sell tickets throughout night, then draw for the item \$5 per ticket \$20 for 10 tickets \$40 for 40 tickets various levels of gifts. Use the same people for the runners, talking up the event and the library.

Art experience: Lead- Bridget- connects with the Sanford Group and the two framers in town.

John will check with two artists- David Hall & Karen McMannis

Gail has some experience in York, not many local contacts, many from MA, summer people, so not sure about people.

Thinking to have 10 artists- but may have to go to the Sanford Artists Association to find the artists. Good exposure for the artists. Largest inland York county, can potentially offer artwork too.

Publicity/Pre Media: Terry

Terry- asap ad in paper, get us names of people to talk to – newspapers, reporters

Using quotes that id folks as leads for reporters to talk to about the project. Important for businesses to get quoted.

Bridget interested in doing cable program – Mat & Amanda could pull together a ½ hour show to tape. Go there to video. Bridget also to go and talk with people to see what they think about the Library- great streaming that night.

Press release to become walking paper for the committee.

Tom to be the emcee.

Theme & Name: the lack of a place for a good community gathering place, seems to make this library project leads towards the theme of “Community”.

Tom- needs to have the word Library in the theme; I see the library as the cultural heart of the community, something other than just the structure. More drama, more feeling, more reflective & say what it is.

Send Mat 2 sentences and on own with what they feel the theme is by noon Tuesday October 20th.

Colors: Sage, Black & White

Amanda will work on the print material

Additional notes from Mat:

Will focus on event at next meeting, further strategic planning work will be presented the following week. That will include a work plan for the rest of the project.

Brigit and Mat will work on a cable show for Monday, the 26th. Mat will get out questions.

The event should include a straw poll questionnaire.

We will be planning for a donor ask right after the event. Need to work on a list, team will massage business list.

Jack has a donor tracking program which can be tapped into for these purposes.

Mat took in comments on a tag line and purposes statement for the event. He will send that out to the group, who will agree on a final for Monday.

Settled on 4-7 event time?

Who is going to organize the bucket auction, if we have enough good items.

We are going to contact mark Kelley at the Sanford artists association or Silvia to see if we can find artists.

Initial town schedule looks like November (CIP), April (referendum language) June (vote).