

FOWPL Minutes
10-26-09

Present: Jack Seery, Deb.Downs, Jon Gale, Barry and Bobbie Gallant, Sherri Alcock, Mathew Eddy, Amanda Similien, Roxie Wright, Brigit McCallum

Organizational Agenda:

1. Minutes 9-17– M/S/P
2. Treasurer Report:

3. Discuss and vote:

Motion: FOWPL will co-sponsor a book sale with the Library Board of Trustees with the understanding that they provide all the workers. M/S/P

4. CIP submitted; you have core proposal and Tax Assessors breakdown

5. Meeting Place for November 9th will be the same even though Wright's are away

Capital Campaign Agenda EP notes

10-26 meeting of Friends of Waterboro Public Library
Insurance of FOWPL will cover Victor's building.

Options for naming the event. We focused on the first one for longer statements, like posters, etc. We removed the ambassador piece for now just to avoid scaring folks off. We will use the 3rd one for shorter announcements or press releases, etc.

**The Friends of the Waterboro Public Library
Invite you to the first annual
Gala and Silent Auction
To Benefit the New Library building fund
An evening of music, food, and fun
Join your Neighbors**

The Friends of Waterboro Public Library
Invite you to the
Ambassador's Gala and Silent Auction

The New Waterboro Public Library Gala and Silent Auction

Ambassador word- does it mean they HAVE to sign up if they attend?

- After this discussion, it was clear that we needed to spend more time on the ambassador concept to ensure that it does not scare people away, but become recognized as an important part of our communication system. Mat will place that in the work plan.

Decision on food- no longer gathering food from around the community, instead- FOWPL decided to use a caterer.

Caterer's choice by FOWPL – 111 Maine . Amanda will speak to the owners about why they had the number of servers they had, particularly since it is a fixed table appetizer program and only having beer and wine served.

Attendees need to have the impression the food is worth the \$50 entrance. More sustenance than was presently in the proposal.

Number goal for attendees – 100 to 200 . The number for the event, for catering purposes, will be set the Wed. before the 21st.

After a discussion, it was agreed that the tickets sales are designed to pay for the costs of the event, while the auction is the fundraiser portion. The goal is to have a very professional presentation to set a tone for the event.

Wine- Check into donations, or small fee for wine & Beer from various outlets- stores, distributors etc.

Jon- Music- been working with Joe Wagner- contacted two teachers- Tom Snow & Matt Fogg- Jazz pianists- Talked with Tom Snow- charge would charge \$400 if solo, if trio- \$800, but if got students from USM – cheaper & pretty good. Logistics of piano- not an issue, there will be a Keyboard. On is an adjunct prof at USM and teaches privately. Question – get a trio of students- \$200-300. Jon to work on this further.

Auction Items: have 28 items “in hand”, plus three more from Heritage CO. probably 10 more coming in, so let's just see what comes out of it. No need to put a cap on the number that we have.

Minimum bids- how do we deal with this? Hard to hand back things. Let's talk about this after we see what all comes in. One proposal to consider was a minimum bid equal to half the value of the item, with increases in \$2.00 increments.

Number items and then create brochure have it on PDF on website, and where selling tickets. Brigit was to stay in contact with our web site designer.

Web address on ticket, posters etc. Brochure needs to be developed soon, even if not all the items are in hand.

Credit Card payments. We need to try to have a credit card payment system in place for the event. We will ask Rick to help us out in this process. It would be ideal to have payments made right at the auction.

Amanda will get the posters and tickets made from High Point in Brunswick.

Location for storage of the items- take what is offered and then Terry and Roxie can store them.

Tammy Jo can put lo res photos on the website if folks have them of their work.

Roxie to talk with Rick to see possibilities concerning having a CC machine.

The website needs to have locations where the tickets are being sold on it.

Sale locations: library, Lakeside Market, Friends of Waterboro Public Library board members, Lake Arrowhead Realty Group. **Brigit to get finalized decision.**

Complementary tickets- Wait until later on to see if we need more bodies. Definitely should send some to the Sherriff & Reporter. Maybe a few major donors – bank, \$500 donor, Steven King, Jack would definitely like to use tickets as a thank you.

Publicity- The Waterboro Reporter is more expensive than the Smart Shopper. Can only get three ads in now. Have to get them in on Fridays for the next week.

FOWPL auction will be in the Marden's Star and community events for The Smart shopper, also the community page of the reporter. **Jack will work on the contact with Dan to do an article.** \$100 for an ad.

Mat & Jack will put together the press release for the Reporter and check into other papers- Journal Tribune, Sanford News ?

With publicity, we need to keep in mind that this event has three periods of attention. Prior to the event, we want to take advantage of any opportunity we can to tell our story and describe the needs of the new library. During the event, we want to bring some attention to it (we need to think about stuff out in front of Heritage the week leading up and during the weekend. And then we need to focus on follow up. Each of these can be driven by a common press release and then, hopefully, interviews.

Amanda will organize the registration and check out process with the help of Roxie and Terry.

Other Items:

There are a number of upcoming events which the Friends should take advantage of:

- Upcoming book fair (Dember 12 or November 9)
- Pancake breakfast
- Need to establish program levels by tier for fund raising. Should try to have a reference to ambassadors, but also a library theme—for example, maybe by writers, with the Steven King level the highest. Something to think about