Meeting Minutes – WHITING BOARD OF TRUSTEES

Special Meeting on May 23rd, 2023

In the Community Room – Matt Gorsky, Donna Hudkins, Bill Dakin, Sam Comstock, Chris Burks

Via Zoom – Lora Cokolot and Jesse Bailey

Meeting called to order by Matt at 6:11 PM

Was supposed to review Strategic Plan, however, Pamela is not attending the meeting, so we will postpone that to a future meeting.

Motion to approve meeting minutes from April 11th and May 9th, all approved and minutes accepted.

Fundraising Committee

Donna had requested quotations from two Printers, Red house press and Springfield Printing Company. Red House confirmed that they had been printing over the past few years and showed invoice copies, they had been doing two mailings per year.

In Nov of 2021, the print runs were about 500 letter, folding and envelopes. These were hand written addressed by the Trustees. Last Spring, 475, letters and envelopes were printed, but, noting was ever mailed out. Donna inventoried the envelopes (standard and return mailers) and we have on-site about 500 envelopes. Some are a little different (different tag lines on the envelopes, some are printed with blue ink and some are printed with black ink), but, doesn’t think it will make much of a difference.

Suggest that we just have to print the letters, as we have envelopes here. This would save money for this time and have them folded. If we do a Z fold, the top of the letter is still showing and it does not have to be opened up to write a note.

Did discuss how the Family Center does mailings with N. Nanfeldt. She says they target the top tier property owners (property valued at $400K), and send out about 1200 letters (have samples of their mailing card and return envelope). Is this something we want to consider doing? We do not get discounts at Post office. We do have to bring the mailing to the Post Office at the same time.

I did do a time-line, planning on mailing by Friday, June 16th. Pick up from printer by June 8th. We would have to get the details to the printer by the end of this week.

Red House said that the price would increase about 3%. We have to come up with the amounts we want. I did create the letterhead that we discussed with the logo at the top and have a footer with the address.

In the future we should start the timeline process at least 3 months in advance.

I did ask Nena if they hand wrote the addresses, she said no, they use labels, but they will write personal notes that are scripted. They have volunteers stuff the envelopes, and the board writes notes.

The “thank you” card should have a line with a statement saying that the donation is tax deductible. Bill Dakin said that he would talk to a financial person to see what statement should say.

We already have Thank you cards, with no statement, but it is something we can plan for the future.

Do we want to emulate what the Family Center does, or something different for the Library. It is a good idea for future campaigns. It is a standard stock envelop for a card, so shouldn’t be additional funds.

Perhaps we have an art contest for the Fundraising Card. We should have to cut back on text, make sure it’s not too much, but large enough font to read.

Sam cleaned up the list we have from Chester said there were about 1,700 addresses. Roughly 1,000 are Chester. He did not sort by property value. There are some that are trusts or trustees.

We never received anything from Andover.

Donna can do labels, so for this time, if we can sort out the labels and split up.

What we have to accomplish tonight is to finalize the letter, the numbers and authorize an agent to order the printing.

How many letters to we want to print? (the last few campaigns were sending out 4 or 500).

We agree to not just target high end property owners.

What are the demographics we look for, but, we also have to consider the bandwidth to complete the mailing ourselves (stuffing envelopes etc.).

Do we do a smaller mailing this time and do a larger one at the end of the year.

Even if some of the envelopes don’t match, it will show we’re being fiscally responsible to use up what we have.

We will have to do an updated list each year. Sam said we can do a compare each year.

We have to come up with a number to print.

Lora suggested maybe we do half this time and the rest next time. Bill counsels against that as this is the first mailing we are doing, and it’s telling a story.

Suggest printing 2000. Then we’ll have enough to go to everyone. We have to still decide who we are mailing to. We do not have to sign. We’ll put Matt’s signature as the Chair, and we can write personal notes.

What letter do we use? Decision is to go with Bill’s letter, adding the missing information from Pamela.

Letterhead – decision to use the letterhead originally used last year, adding the address at the bottom.

We will print Matt’s signature at the bottom.

Should we reach out to the Chester Telegraph and have them do a story on our annual fundraising with a link. Pamela can also put something on the Library Web Page about the Fundraising.

Motion to authorize Donna to negotiate the printing of the fundraising letters and order. All approved.

Sam said he’s sure that we will get back what we invested in the mailing and printing.

Dates of importance. Distributing materials on June 9th and mail by June 16th.

Discussion on making sure any processes are documented. Maybe we put things together when things slow down.

Book sale happening on June 10th. We are not soliciting for more books at this time. Do we do that in the future for the Fall sale as we are trying to clear out the basement area. Something to discuss.

Next board meeting is June 13th.

Meeting Adjourned at 7:20 PM