

**MIDLAND PUBLIC LIBRARY BOARD MEETING**

**DATE:** January 15, 2009      **LOCATION:** Midland Public Library Boardroom  
**PRESENT:** A. Campbell, G.A. Walker, P. File, V. Nihill, R. Hackney, J. LeFebvre, C. Moore  
**REGRETS:** V. Barycky, B. Desroches, J. Swick,      **GUEST:** Fundraisers: Allen Arlette and Freda Kemp  
**STAFF:** G. Griffith, Recording Secretary, B. Molesworth, CEO

<b>ITEM #</b>	<b>ISSUE</b>	<b>ACTION</b>
1.	<p><b>Call to Order</b>  G.-A. Walker called the meeting to order at 7:00 p.m.</p>	
2.	<p><b>Approval of the agenda</b>  Moved by: C. Moore  Seconded by: J. LeFebvre  That the agenda be approved, as circulated.</p>	<b>CARRIED</b>
3.	<p><b>Approval of the minutes of the previous meeting</b>  Moved by: A. Campbell  Seconded by: C. Moore  That the minutes of the Board meeting held on <b>December 11, 2008</b> be approved.</p>	<b>CARRIED</b>
4.	<p><b>Business arising from the minutes</b></p> <p><b>4.1 Meeting with Allen Arlette</b>  G.-A. Walker asked A. Arlette to begin his presentation to the Board about his ideas for the Library fundraising campaign.</p> <p>He began by introducing Ingrid Van Rotterdam, his business and life partner. They outlined each other’s fundraising background. A. Arlette then reviewed the funding in place, thus far, for the Library expansion project. An amount of \$700,000.00 is still to be got. The Town of Midland has put in place an annual Capital budget of \$100,000.00 for each year over the next 7 years, which could be used to pay down this amount, however, Midland Council wants the Library Board to fundraise as much of that money as possible. A. Arlette asked the Board members to individually comment on how much they would like to raise and where they think it might come from.</p> <p>J. LeFebvre suggested that he was looking to A. Arlette to tell the Board what he thought was a realistic amount. The amount of \$200,000.00 had been mentioned earlier in one media report.</p> <p>G.-A. Walker suggested the amount of \$500,000.00 to help cover any extras that might come up. V. Nihill stated that corporate Midland was struggling right now, so she wasn’t sure what we could</p>	

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4.	<p><b>Business arising from the minutes - continued</b></p> <p>expect to raise from them. P. File also felt that the campaign should aim at the \$500,000.00 amount for other future needs of the Library. She went on to say that the campaign could have the effect of raising the Library's profile in the community and promote its value. She also suggested the possibility of a payroll deduction programme like the NSSRC used. J. LeFebvre and C. Moore both agreed with the \$500,000.00 amount. R. Hackney stated that \$500,000.00 was a good starting point. She also mentioned approaching service clubs in the area that have been great about donating in the past.</p> <p>A. Arlette outlined the 80%/20% rule of thumb for fundraising campaigns. 80% of what is raised usually comes from 10%-20% of the donors. The first task is to identify the sources of that 80%-90% of the money. He went on to say that you quietly approach maybe 15 to 20 people, a targeted group, to meet with and lay out what your plan is and then ask them for feedback about what they think of the plan. Talk to them about giving and if they know anyone else that could be approached. If this group doesn't come through, then you know you can't raise what you want. Once you have done the market research then the information is brought back to the Board to set a realistic goal. Perhaps Mr. Weber's name could be used as an example of a generous donor when meeting with potential donors. We could also look to Library members, who use us a lot, as potential donors. A. Arlette emphasized the early quiet investigation of larger donors. He also stated that you don't launch the public campaign for the last 20% until you have the first 80% in place. He suggested the campaign would take about 6 months. The Board would choose what he referred to as a group or Cabinet of 4 or 5 individuals in the community and train these people to do the work of approaching others in the community. The planning, investigative stage, would take 2 to 3 months. This phase would cost approximately \$10,000.00. A. Arlette and his partner don't actually go out and raise the money, they train the volunteers to do that and help put together the business document that is taken to show to potential large donors for their feedback. After the first phase, they would charge \$800.00 a day. In closing, A. Arlette said that this was an exploratory meeting with the Board and that he would be willing to come back with</p>	

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<b>4.</b>	<p><b>Business arising from the minutes – continued</b></p> <p>a proposal and suggested another meeting to set out preliminary time lines and use the amount of \$700,000.00 as the test case</p> <p><b>4.2 Meeting with Freda Kemp</b></p> <p>F. Kemp is currently involved with a fundraising campaign for the Kingston Frontenac Public Library. She gave B. Molesworth a call and then met with him and went over the amount of money we already have. F. Kemp emphasized a strategic approach, starting with planning and research. She would meet with and interview people in the community, like Board members, philanthropists and the Mayor and Council, to get an understanding of commitment levels. She would research various other sources of money such as foundations, government funding, and corporations, like banks and national corporations. She would also look at other local, recent, fundraising campaigns to see how they were structured. With the help of the Board, she would identify who is a fundraising leader in the community and then recruit and train volunteers that would go and meet with potential large donors. She would act as the coach of the volunteer team. She is also willing to go with the volunteers, if they wish, to the meetings. She would also handle all the grant applications.</p> <p>Again, her approach would be to get all the major donations in before you go to a public campaign. She also handles donor recognition and the sending out of charitable receipts.</p> <p>V. Nihill asked F. Kemp about the timeframe of the campaign. How long will it run? Her response was that it would run until the expanded Library opens. Once it's open, the incentive isn't there for people to give. R. Hackney asked how large the team would be. The response was 8-12 people from diverse backgrounds, some Board members and a prominent person in the community to head things up. People from the investment/banking community tend to have very good community connections.</p> <p>F. Kemp said the Kingston goal was \$500,000.00 and that they have reached the half way mark in 6 months.</p> <p>P. File asked F. Kemp what she would charge. She charges \$5,000.00 a month and she tries to get printers and newspapers to donate their services to cut down on the cost.</p>	

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<b>4.</b>	<p><b>Business arising from the minutes – continued</b></p> <p>R. Hackney asked what her time commitment would be over the campaign. F. Kemp responded that the campaign would likely run 12-14 months but we may have to work harder and longer given the current financial climate. She would commit 2 ½ days every second week. Her Kingston commitment ends in September, so after that she could commit more time.</p> <p>F. Kemp handed out a list of the types of potential donors with the amounts you might typically expect to receive. She also mentioned the idea of naming rooms after larger donors. On the question of how forthcoming other groups were with sharing their information about donors, she responded that most organizations have donor walls from which you can take information.</p> <p><b>4.3 Sod Turning</b></p> <p>B. Molesworth informed the Board that Mayor James Downer has an opening in his schedule on Wednesday, February 11, 2009 at 10:30 a.m. B. Molesworth distributed invitations to those present and will be mailing out more to other appropriate invitees.</p> <p><b>4.4 IFOA</b></p> <p>B. Molesworth has spoken with about ½ dozen libraries in the area about taking part in his idea of launching a satellite location for the International Festival of Authors. All of them expressed enthusiasm, so he has called the organization in Toronto to let them know we are interested. They have not returned his call, as yet.</p>	
<b>5.</b>	<p><b>Approval of the accounts</b></p> <p>A. Campbell explained some of the larger items from the Cheque Distribution Report for November and December 2008.</p> <p>Moved by: A. Campbell Seconded by: C. Moore</p> <p>That the accounts for the months of <b>November &amp; December 2008</b> totalling <b>\$55,434.12 &amp; \$78,869.26</b>, respectively, be approved.</p>	<b>CARRIED</b>

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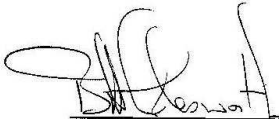
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6.	<p><b>Reports of Board Committees</b></p> <p><b>6.1 Finance Committee</b> A. Campbell distributed the Library Financial Statement for the Twelve Months Ending December 31, 2008. It was noted that revenue from Local Municipalities is higher than expected due to an increase in the number of contracts from Tiny Township. There are still some 2008 invoices yet to clear for year end, but the numbers are close.</p> <p><b>6.2 Fundraising Committee</b> B. Molesworth , referring to the two fundraisers’ presentations, asked how the Board felt we should proceed. The two approaches use very much the same structure. Some comments from the Board were: - the cost is hard to compare as it was presented. - A. Arlette has local expertise but F. Kemp has run a library campaign. - F. Kemp sounds like she would be in for the long haul, however, she does not live in the community(and the Arlette’s will be). - F. Kemp sounded more committed to the full project and the volunteers and has a track record with libraries.</p> <p>A discussion ensued about the phases and the related costs and contracts. The Board expressed concern over what the actual costs would be. B. Molesworth will contact A. Arlette to get a better financial picture of the cost for the whole project.</p> <p><b>6.3 Building Committee – Schedule for Meetings</b> B. Molesworth outlined the items to be dealt with over the next few months. The contractor supplies monthly reports on the progress of construction. Given the timing of these reports, B. Molesworth suggested that perhaps they should go straight to the full Board and then if there are problems a Building committee meeting would be held to deal with them. The other items to be decided upon are the purchase of a new ILS (Integrated Library System) and new furniture for the expansion. The Library Staff on the Committee will deal more with the choice of the ILS and the furniture.</p>	

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6.	<p><b>Reports of Board Committees - continued</b></p> <p>A. Campbell, speaking to the contractor's monthly reports, wondered, if there were any problems, whether leaving them to the monthly Board meeting might be too late. R. Hackney asked about a penalty clause for time overruns. B. Molesworth responded that he didn't think there was wording covering this in the contract.</p> <p><b>6.4 Report from the Friends of the Midland Public Library</b></p> <p>B. Molesworth and the Friends had a meeting with the Garden Tour Committee. Diane Greenfield, the Chair of this Committee, is moving forward and assigning jobs. He and the Friends have been assigned tasks and A. Aneroussos is working on producing a large format brochure/ticket for the event. There are 16 gardens on the tour which will be held Saturday, July 11<sup>th</sup>, from 10:00 a.m. to 4:00 p.m. A question was asked about the publicity for the sod turning. C.A.O., Ted Walker, is taking care of this.</p>	
7.	<p><b>New business</b></p> <p>There was no new business.</p>	
8.	<p><b>Information</b></p> <p><b>8.1 Chief Librarian's Report</b></p> <p>Adopted as delivered.</p>	
9.	<p><b>Adjournment</b></p> <p>Moved by: J. LeFebvre That the meeting be adjourned at 8:55 p.m.</p>	
	 _____ Chairman of the Board	 _____ Chief Librarian