

**Morrisville Public Library**

**Fundraising Committee**

**March 4, 2020**

The meeting was called to order at 5:20pm.

**Roll Call** – Robin Branch-Staelens, President; Erin Dutcher, Secretary; and Michelle Rounds, Library Manager.

**Absent** – Beverly Campbell, Trustee.

Robin requested Michelle to provide the Library's 501(c)3 number for further donation requests. Other businesses/donors are asking for this specific verification to obtain donations.

Christmas in July –

- Robin secured a Syracuse Mets ticket donation for the Christmas in July fundraiser.
- The Christmas in July sale will be smaller, limited to 20-30 items max.
- Dates to be July 6-17
- Michelle to create publicity posters, Board to review prior to posting

Book sales –

- Spring, Summer and Fall
- Dates and frequency reviewed
- Michelle to send the Fundraising Committee data on prior sales

Read-a-Thon –

- Michelle found a potential grant opportunity to apply for funding towards the Read-a-Thon fundraiser (Winter 2021).
- Michelle to forward information to Fundraising Committee for review. Michelle is unsure of details as she didn't look into it at this time.

Logo –

- Discussed the Library's publication presence through letterheads, website and related in the form of an image or logo associated with the Morrisville Public Library, whereas currently there is no such identified visual.
- Michelle reported that the past Boards have attempted to identify a logo/image but were unsuccessful.

- Planned to open a design submission period to the public, submissions will be due the Monday before the May Board Meeting. The Board will review blind submissions (submissions where the Board will not have access to submitter's names).

Services Fundraiser –

- Discussed how to change the fundraiser to make more relevant to the donors.
- Michelle to provide the Finance Committee with the following cost associations:
  - 1 year of purchased DVD's
  - 1 child's participation in the Summer Reading Program
  - 1 week/program of Kiddie's Korner
  - 1 Family Movie Night
  - 1 child's book per month for a year
  - 1 best seller (book) per month for a year
  - The average cost of a program presenter

The meeting was dismissed at 6:00pm.

Respectfully Submitted,

Erin Dutcher

Trustee, Secretary