

**Gloucester Lyceum & Sawyer Free Library**  
**Executive Committee of the Board of Trustees – Meeting Notice**  
**Wednesday, August 2, 2017, 8:30 am**

The monthly meeting of the Executive Committee of the Sawyer Free Library Board of Trustees will be held on Wednesday, August 2, 2017 at 8:30 am in the Muzzey Room of the Saunders House.

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Attendance: Fran Aliberte, John Brennan, Fred Cowan, Peter Feinstein, Kecia German, Deborah Kelsey, Simon Paddock, Beth Pocock, Katherine Prum, and Wendy Quinones

1. Call to order.
2. Welcome and introductions.
  - a. John welcomed Deborah back.
  - b. John announced the MBLC grant award and thanked Fran, Wendy, Katherine for the articulate response made on behalf of the Board to announce the award to the community. He asked what people have been hearing in response to the news. Fran received an email from the Mayor with a request to hold the Gloucester Conversations. Deborah received an email re: having waiting list libraries schedule a meeting with MBLC to review the plan; they'd like to meet with just two or three people. It looks like we, along with Lynnfield and Westboro, will be funded in about three years.
    - i. Our portion of the funds need to be guaranteed in three to five years, with the option of asking for a six-month extension.
3. Fundraising – Simon Paddock & Katherine Prum (see attached)
  - a. Simon distributed a document for review. He asked that people review it and offer feedback to Katherine or John.
  - b. Future interviews with other organizations (Simon will conduct):
    - i. Wellspring
    - ii. Natick Library – Deborah will make the connection
    - iii. Gloucester Education Foundation
    - iv. Cape Ann Museum
  - c. Full Board needs to be committed, cohesive, focused, and on-message.
  - d. Designate a specific campaign manager; that person would define the message to the community and do the fundraising under the guidance of the Development Consultant.
  - e. A conversation with Sara Young, formerly of Rockport Music.
    - i. The current trend is to focus on a comprehensive strategy rather than focusing on one aspect.
    - ii. Need a comprehensive fundraising campaign that covers all four potential fundraising arms:
  - f. Timeline to get started.
    - i. Spend the fall getting organized and writing an RFP.
    - ii. Need a strategy document that represents our values and focuses on our message.

- iii. Originally had scheduled to beginning the institutional strategic plan process in January.
  - g. Options for beginning the campaign
    - i. Hire consultant to conduct a feasibility study. Could dovetail with strategic plan.
    - ii. Committees and working group conversations become the guiding force in forming the project.
    - iii. Gloucester Conversations fit in nicely with this process. The roll out should focus on the programs to be offered and the inside of the building to allay public dissatisfaction at the presentation of the original plan.
    - iv. Discussion followed on Gloucester Conversations and when and how to start the process.
    - v. The entire Board needs to commit financially.
    - vi. Have a Development Consultant identified by the beginning of next year.
  - h. Peter will need some warning in asking for drawings.

#### 4. Approval of the minutes for June 14, 2017

Fred moved to approve the minutes as presented. Katherine seconded and the minutes were approved.

#### 5. Discussion / Report

- a. Treasurer's Report
- b. Other
  - i. Building & Grounds (Fred Cowan)
    - 1. Need to balance the AC system to have consistent temperatures on all three floors.
    - 2. Mold in Saunders House & Children's Library.
      - a. Children's Library – an easy fix that was cleaned by the DPW.
        - i. Need to get the window AC unit and replaced.
      - b. Saunders House: Katelynn Vance is the staff lead on this. Questions can be addressed to her through Deborah. Disposition of the contents of the basement are on hold for now. Long term solutions are being sought.
    - 3. Children's Library carpeting
      - a. A carpet has been chosen. A second, softer, rug will be laid down in the toddler area for crawling kids.
- c. We recently received a gift of \$100,000. Fred wonders about approaching the family to ask if they would mind if we used a portion of that to fund the addition of family bathrooms on the main floor and the mezzanine level of the Monell building.
  - i. After some discussion, consensus was that it's OK to ask. John and Fred will confer.
- d. Bank account signers: Board voted to change from John Brennan, Meredith Fine, and Scott Memhard to John Brennan, Fred Cowan, Katherine Prum.
  - i. It was suggested the Kecia also be added as a signer.
- e. Filing the agenda with the City. Beth has been doing it and will continue to do it.

- f. Reaching out to the Gloucester Daily Times re: the Building Plan. John would like to have the conversations with the staff before contacting the paper.
  - g. Deborah is part-time until after Labor Day. The group thanked Beth for all she's done to cover while Deborah's been out.
6. Next meeting September 6, 2017
7. Adjourn. There being no further business the meeting was adjourned.

Respectfully submitted, Tracy Bowen.

## **Funding Raising Campaign Timeline ~ Draft**

- Sept-Oct    Develop Statement to describe Comprehensive Campaign Plan Including: New Building/Renovation; Endowment, Annual Appeal, Friends of the Library, and additional Legacy giving
- Sept-Oct    Develop Job Description for Campaign Manager (internal hire)
- Oct-Nov    Develop RFP for Development Consultant for Feasibility or Campaign project
- Nov-Dec    Send RFP to target list of consultants
- Dec-Jan    Interview three or four consultants and Select finalist
- Jan-Mar    Conduct Feasibility study
- Jan        Board decides on Building Plan - New Building or Renovation
- Mar-Apr    Begin Master Plan for Campaign
- May-Jun    Start fundraising campaign

Activity/Tasks			
Month	Activity/Task	Responsibility	Notes
Jul	Current FY Library Action Plan implementation begins	Staff	
	Financial Review begins	Auditor	
	Summer Newsletter publish	Staff	
Aug	ARIS report submit	Library Director	
Sep	Library Card Sign-up Month	Staff	
	Financial Review completed	Auditor & Financial Review Ctte	
	? Open House host	Staff & Trustees	
	Friends Membership Drive	Friends	
Oct	Financial Compliance submit	Library Director	
	State Aid application submit	Library Director	
	Financial Review accept	Trustees	
	Fall Newsletter publish	Staff	
	Art Auction	Friends	
	Annual Appeal mailing	? Trustees or Friends	
Nov	Prior FY Annual Report draft	Corporate Communications & Library Director	
	Next FY Action Plan approve	Library Director & Trustees	
Dec	Next FY Action Plan submit to MBLC	Library Director	
Jan	Winter Newsletter publish	Staff	
	? Volunteer Recognition host	Staff & Trustees	
	? Strategic Planning Process begins	Library Director & Trustees	
Feb	Staff evaluations	Library Director & Assistant Director	
	FY19 Budget develop	Library Director & Budget, Finance, & Investment	
	? Strategic Planning data gathering	Library Director & Trustees	
Mar	Aistant Director evaluation	Library Director	
	Library Director evaluation	Trustee Chair	
	Annual Meeting Agenda draft	Executive	
	Nominations: Trustees, Corporators, Financial Review	Governance	
	Nominations: Officers	Governance & Trustee Chair	
	By Laws review	Governance	
	ECCF Trustees Institute	Trustees & Library Director	
	? Strategic Planning data gathering	Library Director & Trustees	
Apr	Newsletter Spring publish	Staff	
	Nominations approve	Trustees	
	By Law revisions approve	Trustees	
	Annual Meeting Agenda draft	Trustees	
	Annual Meeting notice post & mail	Library Director & Trustees	
	? Strategic Planning data gathering	Library Director & Trustees	
	Next FY Budget request to City's Administration and B & F	Library Director & Treasurer	
May	? Strategic Planning data gathering	Staff & Trustees	
	Annual Meeting host	Trustees	
	Friends Annual Book Sale	Friends	
Jun	? Board Self-Evaluation	Trustees	
	? Next FY Board Goals	Trustees	
	? Strategic Plan draft	Library Director & Trustees	