**Advocacy, Fundraising, and Development Committee Meeting**

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| **Minutes** | **February 24, 2014** | **3:30 p.m.** | **Central Library Boardroom** |
| **Meeting Called By** | Dora Sims | | |
| **Type of Meeting** | Advocacy, Fundraising, and Development Committee | | |
| **Attendees** | **Committee Members Present:** Dora Sims, Chair, Patty A. Pilkerton, Samuel Rumore, Kimberly Richardson  Gwendolyn Amamoo, Ex-offico  **Staff Present:** Renee Blalock, Angela Fisher-Hall, and Jennifer Neely | | |

**Call to Order**

* Meeting called to order by Dora Sims, chair.
* Dora Sims gave the invocation.

**Overview of 2013’s Goals**

* The Library Board Directory carried over from 2013 and will be printed as 2014.
* The Mayor/City Council proposed Appreciation.
* The “I Am BPL” and “P.E.L.” Grant awards to decide for continuation in 2014.
* Establish guidelines for Annual Board Fund donation.
* Review Advocacy Action Plan for Board Approval & Implementation.

**Directory**

* Samuel Rumore moved to publish the 2014 Library Board directory with 50 print hard copies, and a PDF file for updates, and available to patrons online. Patty A. Pilkerton seconded the motion, which passed.

**Mayor/Council Appreciation**

The Committee proposed cancellation of Appreciation in lieu of inviting the Mayor, City Council, and County/State Legislators to the Inglenook renovation grand opening, and to Central Library to receive updates on its renovation project. Dates are to be determined. The $500 donation from Board Fund to be withdrawn; refreshments provided by the Library as done at Pratt City Library grand opening.

**P.E.L. Grant/I Am BPL Awards**

* Patty Pilkerton moved to continue the P.E.L. Grant and I Am BPL Awards through 2014. Kim Richardson seconded the motion, which passed.
* The Awards Committee will meet before the March 20, 2014 regular Board meeting to review submissions from 2013, and select the recipients of the awards. The recipients will be recognized at the March 20th Board meeting.

**Guidelines for Board Fund Donations**

* The Advocacy, Fundraising, and Development Committee discussed some guidelines for the Board Fund donations. It was suggested that the annual donation of $110.00 to the Board Fund be established as a *pledge*. These monies will fund the P.E.L. Grant award, I Am BPL award, the yearly subscription renewal to the Freedom to Read Foundation, and any other expenses that are voted on by the Library Board.
* A pledge card will sent in January to all Board members to be signed and returned to Jennifer at the January Board meeting. Individual reminder notices will be sent in November. Pledges will be due by December 31st, and reviewed at first quarterly meeting of the Advocacy, Fundraising, & Development Committee.

**Advocacy Action Plan Update**

* We reviewed the Advocacy Action Plan; please note highlighted changes/additions for your review.

**Director’s Report**

* **Legislative Day in Montgomery**—sent reps with bags and information about BPL to each of the legislators who represent the area around each of our branches.
* Advocacy around the Central Library Project—Angela designed a banner to promote our **Ideascale** site to garner ideas and suggestions from the public on what they would like to see in the Central Library Renovation. Banner is hung and bookmarks with the same information have been distributed. (Take bookmarks for the committee.) We will continue to engage the public.
* Homeless initiative—**Committee to Help the Homeless** has become a partner. They are holding meetings and workshops for the homeless and stakeholders in the homeless community here at the Central Library. Flier to be distributed designed by the group with Angela’s help and workshops are scheduled for March.
* **Director of Development** position, with beginning salary amount raised, has been advertised in our regular places and the Association for Fund Raising Professionals and the Alabama Association of NonProfits. It will be up until mid-March. In the meantime Angela and I are splitting the duties associated with the position as well as we can.

The next Advocacy, Fundraising, and Development Committee meeting will be held on Monday, May 19, 2014 at 3:30 p.m. in the Board Room.

**Recommendations to the Library Board**

* Recommend we publish 50 hard copies of the 2014 Library Board directory: **1)** *one for each board member (10*), **2)** *one for Friends*, **3)** *one for each branch (18),* **4)** 4 *for Administration*, **5)** one for each Council and Mayor’s office (10), and a PDF file for updates, and also available for anyone to print.
* Recommend in lieu of a Board Appreciation, the library will invite the Mayor and Council to the Inglenook Renovation Opening, and to the Central Library to receive updates on its proposed renovation plans (Dates are to be determined). Each branch invited to have a display table, and board members will have the opportunity to meet and advocate per district for the Library. The $500 set aside from the board fund will be withdrawn. Refreshments will be provided by the library similar to the Pratt City Library opening.
* Recommend we continue the *quarterly* $100 “P.E.L.” Grant, and $25 “I AM BPL” Awards through 2014; total annual payout $500.
* Recommend the annual $110 donation to the Board Fund be established as a pledge to the Board Fund with the following guidelines: 1) Board members will receive a personalized pledge card in January (see sample copy), 2) Pledge reminder notice sent in November, 3) Pledges are due by December 31st. Advocacy Committee will review board pledges at first quarterly meeting of the year. *Due to approaching the end of the first quarter, Jennifer will send the 2014 pledge cards within the next two weeks, and board members are asked to return or bring signed Pledge Card to Jennifer at the April board meeting. Jennifer will handle and monitor all pledges.*
* Recommend approval of the Advocacy Action Plan with the proposed changes/additions for implementation. In addition, to add some specific language of what trustees should say, and individuals to advocate.