

Town of Southborough  
Regular Meeting of the Fundraising Subcommittee of the Library Board of Trustees  
Tuesday August 9, 2016 6:00 PM  
Southborough Public Library, Eaton Room  
25 Main Street, Southborough, Massachusetts

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ATTENDANCE: Subcommittee Co-Chairs – Margarite Landry and Dolores Fallon were present. Also present: Library  
Board of Trustees Chair Richard Wallace  
SOUTHBOROUGH, MA

The meeting was called to order at 6:00pm.

**ATTENDANCE:** Subcommittee Co-Chairs – Margarite Landry and Dolores Fallon were present. Also present: Library Board of Trustees Chair Richard Wallace

## ADMINISTRATIVE

### *Subcommittee meeting schedule*

Upcoming meetings: September 27, 2016 and October 25, 2016

**Note:** The September & October meetings will be held in the Book Sale Room.

## REPORTS/DISCUSSIONS

### *Financial report – Trustee Landry*

Balance as of August 9, 2016 = \$58,942.25

**Action-Trustee Landry:** For October meeting, communicate quarterly balance as of September 30, 2016.

Balances in March/June/September/December from the Community Foundation of North Central Massachusetts.

## OLD BUSINESS

### Follow-up on previous action items

#### Grants

**Action-Trustee Fallon:** Create a grid of grant options.

#### Library promotion

##### *Fundraising letter*

Trustee Fallon presented 3 letter options: previous donors, resident non-donors, business non-donors. Signatories on fundraising letter will be the Fundraising Subcommittee Co-Chairs in alphabetical order by last name.

**Action-Trustee Landry:** Confirm with Director Donovan about the feasibility of adding business donor logos with links to corresponding websites to the library website.

**Action-Trustee Landry:** Confirm number of households and businesses in Southborough.

**Action-Trustee Fallon:** Find out the number of monthly visits/visitors to the library website.

**Action-Trustee Fallon:** Request a revised quote from mailing house, based on:

- creation of letterhead and envelope for Southborough Library Fund
- number of letter types (3) – 8.5x11 letter in #10 envelope
- number of residents and businesses in Southborough
- options: exclusion of previous donors from 2 other mailings and/or lower postage rates

**Action-Trustee Fallon:** Confirm the post-election November timeframe to send mailing and the materials needed to send to mailing house (e.g. Library fund logo, lists, letters, etc.).

**Action-Trustee Fallon:** Make final revisions to letters, including a shorter link ([bit.do/sbh](http://bit.do/sbh)), and Trustee Landry's phone number to ask questions.

The Meeting was adjourned at 6:52pm.

Respectfully submitted,

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Dolores Fallon  
Library Board of Trustees