

**BOARD OF TRUSTEES
CRANBURY PUBLIC LIBRARY**

RETREAT MINUTES
January 16, 2010
Meadow Lakes, Hightstown, NJ

1. CALL TO ORDER AND ANNOUNCEMENT OF COMPLIANCE WITH OPEN PUBLIC MEETINGS ACT at 9:25 am

Pursuant to the provisions of the Open Public Meeting Act, adequate notice of this meeting has been provided by the Library Director as follows: On December 15, 2009, a notice for this meeting was sent to the Cranbury Press, Home News Tribune, and Township Clerk and posted in the Public Library.

2. INTRODUCTION OF BOARD OF TRUSTEES

Kirstie Venanzi, President
Hal Rourke, Vice-President
Patty Thomsson, Treasurer
Kim Borden, Secretary
David Fletcher
Andre Mento
Charlene Vivian-Granville
Julie Hardaker, Chief School Administrator and FCPL Representative
Pam Parseghian, Mayor's Representative

Also present:

Marilynn Mullen, Director
Jan Murphy, Youth and Community Outreach Librarian
Doug Baldwin, Systems Administrator

For Foundation Presentation (12:15-1:15pm):
Pat Demers

3. WELCOME BY BOARD PRESIDENT: Kirstie

4. REVIEWS OF 2009

A. Director's Annual Report/Progress Against Operational Goals 2009: Marilyn

B. Board's Review of 2009/2010 Goals: Kirstie

1. Items from 2009 that Need More Attention:

- Offer orientation support for new Trustees. Continue to provide updated Trustee's manual, which new trustees find to be a good resource.
- Evaluate and continue implementation of Strategic Plan.

2. Items Revised/Added/Deleted for 2010:

- Delete "Ensure timely completion of all Library strategic and annual goals, all monthly and yearly financial reporting and to act on any audit recommendations."
- Add "Ensure timely completion of annual audit and all monthly and yearly financial reporting. Act on all audit recommendations."
- Revise "Encourage suggestions . . ." bullet to "Encourage suggestions and interactions with the staff, Friends of the Cranbury Public Library, Cranbury Library Foundation and other supporters."
- Change "Township Planner" to "Planning Board" on "Continue communication with . . ." bullet.
- Change "begin" to "continue" on "Evaluate and begin implementation of Strategic Plan."
- Change "Establish formal" to "Maintain" on "Establish formal public and community relations initiative and policy."
- Change "Establish a Library Foundation" to "Ongoing support of the Cranbury Library Foundation."

5. OPERATIONAL GOALS FOR 2010: Marilyn

A. Director and Board of Trustees Goals Section

1. Add

- Complete conceptual architectural drawings and associated cost estimates of the new freestanding facility which will encompass the library.

6. FOUNDATION PRESENTATION: Janice Roddenbery

A. Janice specializes in capital campaigns for small and mid-sized organizations.

B. Explanation of Capital Campaign Feasibility Study Process

1. This takes 3 months, start to finish.
2. A planning study is the first step of a capital campaign – this planning study is called a Campaign Feasibility Study. It is recommended that outside consultants be used for confidentiality and their experience.
3. The purpose of the study is to determine if the project is viable. It also sets a dollar goal and a timeframe. In addition, it determines what aspects of the projects are of greatest interest to the community. These aspects are used to develop the Case Statement. The Case Statement is the case for support.
4. An additional purpose is to identify major donors. Potential volunteers and campaign leadership are also identified during this phase.
5. This is also an opportunity to gather information on issues and concerns in the community.
6. The Feasibility Study demonstrates good planning and this builds community confidence. It also helps potential donors feel like part of the process.
7. A list is developed of individuals to be asked to be interviewed – Friends of the Library, Foundation Board, Mayor, corporate leaders, business association leaders, etc. 60 individuals are invited for 40-45 interviews.
8. Next the questionnaire is developed. Some questions are standard but more customized content questions are also added.
9. Finally, a letter is sent to the 60 interviewees and then the interviews take place and a mid-term report is prepared. The interviews are then completed and the final report is prepared and a presentation is given.

C. Main Steps in a Capital Campaign

1. Form a campaign steering committee and select steering committee leadership.
2. Decide on a dollar goal and timeframe.
3. Name the campaign.
4. Formulate the case for support.
5. Develop named gift opportunities.
6. Develop solicitation documents for initial or "silent" phase for the nucleus fund.
7. Develop a list of major gift prospects then rate and screen these.
8. Plan donor cultivation events.
9. Train volunteers on gift solicitation.
10. Reevaluate the dollar goal and timeframe after the silent phase (i.e., 1/3 of funds in 6-8 months).
11. Publish campaign brochure and plan campaign kick-off.
12. Recruit volunteers for a broader committee of volunteers.
13. Work through rated prospects.
14. Execute a general campaign at the end (bricks, etc.) to finish up.

7. SUMMARY BY BOARD PRESIDENT: Kirstie

8. ADJOURNMENT @ 1:50 pm

Respectfully submitted,
Kim Borden