

Library Budget Vote Meeting 2.21.2022

Minutes

- **Phase 1: Build and Organize - Who, What, When**
 - Meeting w Carol Makin
 - In March, after the political calendar is confirmed, meet w Carol Makin to alert her to the 414 and confirm timeline for petition submission.
 - Educate Trustees/Friends Group
 - Johanna will reach out to Casey Conlin at MHLS and ask him to train the Board on March 14 prior to the BOT March 14 meeting or find another time.
 - Johanna/Mary Pat/Kim will attend the March 28 Friends Group Meeting - get Library Budget vote on the Friends agenda.
 - Johanna to prepare a brief checklist of how the Friends can help
 - We will continue to identify ambassadors of the Library and add to our list. We will assign Trustee leads to each ambassador/group that is responsible for communications with that group. [W Friends and Allies_ 2022.docx](#)
 - We will include:
 - Turning Outward list
 - CCL Donors
 - We will start our own lists of people we will personally petition/educate
 - Build a master list of registered voters and mark which voters are also patrons, and donors
 - Carol is working on the combining the voter list w the patron list the week of 2/22/2022

- **Phase 2 & 3: Public Relations + Connecting w Voters**
 - Mailed Newsletters & Annual Report to the Community
 - Annual Report to the Community will be mailed at the end of March (how many pieces?)
 - June mailing will include 414 info (what lists are we mailing to?)
 - September mailing will include 414 info
 - Weekly Library e-Newsletter
 - Include educational information on the vote when we launch petitioning
 - FAQs in October
 - Library Website
 - Include FAQ pdf, NO calculator, contact info (Create graphs?)
 - FAQ on board of trustees page & link from home page
 - Staff to highlight the savings on the receipt
 - Events
 - We are considering an Open House style event in early October instead of a donor only event
 - Perhaps hosting a small gathering to honor former trustees in June

- We will continue to add to the list of events to petition and educate the public [✚ Events to Gather Petition Signatures & Educate ...](#)
 - We need a table and box of materials for display to be used at:
 - Booksale
 - Friday night concerts (Begin July 1)
 - Dump

- **Phase 4 - Mobilize: Budget for Vote Yes Campaign**
 - Lawn Signs - we still have some “vote yes”
 - Mary Pat Sternberg will check on the number of signs we currently have
 - We need 50-100 signs. Specs: Green and white, corrugated plastic, two sided, w metal stakes, 18”x24”
 - Postcards
 - We need to decide how many times we are sending postcards, and what size we are sending. Anything over 5x7 is standard first class mail postage.
 - One postcard dropping immediately before early voting
 - Is another necessary? If so, when?
 - Door hangers/Palm cards
 - We need to price out and decide on how many to start off with
 - Prime Print could be a great vendor to go with for this
 - Tee-shirts, Bookmarks, Magnets, buttons
 - Discussion of Tee shirts for sale, or bags. Concerns that we may not sell and be stuck with inventory.
 - If we do make shirts, we want an evergreen shirt that is in support of the library (not vote specific)
 - Shirts could be for Trustees, Friends, and Ambassadors and could be paid for

- **Next Steps/Action Items**
 - Pass tax cap override at next Board meeting on [Mar 14, 2022](#)
 - Johanna to coordinate Trustee training with Casey Conlin
 - Mary Pat will assess the lawn sign situation
 - Carol and Kim will work on the Master list
 - Carol and Kim will get this committee on the Friends Group March agenda
 - Chris will edit and proof the tax cap resolution language
 - Chris will review and edit the piece we will share with the Friends on how they can help
 - Justin will gather pricing for signs, palm cards, etc. and start a budget

