

Library Budget Vote Meeting 3.22.2022

Minutes

In attendance: Justin Carroll, Kim Lewis, Chris Johnson, Johanna Whitton, Carol Bancroft, Mary Pat Sternberg

- **Review of action items from last meeting:**
 - Johanna will draft tax cap override language and Chris will proof - DONE
 - Pass tax cap override at next Board meeting on Mar 14, 2022 - DONE
 - Johanna to coordinate Trustee training with Casey Conlin - In Progress
 - Mary Pat will assess the lawn sign situation - DONE
 - Carol and Kim will work on the Master list - In Progress
 - Carol and Kim will get this committee on the Friends Group March agenda -DONE
 - Johanna and Chris will create the Friends checklist on how they can help - In Progress
 - Justin will gather pricing for signs, palm cards, etc. and start a budget - Done

- **How much are we asking for? \$149,800**

- **Phase 1: Build and Organize - Who, What, When**
 - Meeting w Carol Makin - Johanna will reach out to Carol this week.
 - Invite Trustees, Review Petition Timeline, Get clarity around Town Clerk's role
 - Introduction of Budget Vote to Friends Group on March 28, 2022
 - Johanna, Kim, and Mary Pat will attend
 - Prepare a brief checklist of how the Friends can help
 - Review Friends and Allies Tab and assign Trustee leads to each ambassador/group that is responsible for communications with that group. [W](#)
[Friends and Allies_ 2022.docx](#)
 - Super List Build
 - Trustees to claim voters/our own list of people that we will personally petition/educate

- **Phase 2 & 3: Public Relations + Connecting w Voters**
 - Design of materials
 - Campaign Slogan: Your Community, Your Library, Your Vote
 - Mailed Newsletters & Annual Report to the Community
 - Annual Report to the Community will be mailed at the end of March
 - June & September mailed newsletters (what lists are we mailing to?)

- September mailing will include 414 info
- 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 events:
- **Phase 4 - Mobilize: Budget for Vote Yes Campaign**
 - What is our budget? And what do you want to use our budget for?
 - Lawn Signs - we still have 20 “vote yes”. We want 50-100 more signs.
 - Postcards, Door hangers/Palm cards, Magnets, Buttons
 - Paid for language: With private funds by ____ Name
- **Next Steps/Action Items**
 - Review Friends and Allies list
 - Johanna Casey to get clarify campaign finance rules
 - Enage w Katherine Mustello intro to other community organizations
 - Super List complete in mid-April
 - Update FAQs w \$149,800