

DURHAM PUBLIC LIBRARY COMMUNICATIONS COMMITTEE MEETING

Time and Place: March 22, 2011, 8:30 A.M. , DPL

Present: David Moore, Zelda Moore, Jenna Roberts, Arthur Young, Emily Smith, Thomas Madden, Sibylle Carlson

Meeting Summary:

Meeting was called to order at 8:40 AM.

- D. Moore passed out a Timeline for Required Actions which he had obtained from Jenny Barry of the town. This describes the process for getting the warrant article for the bond on the ballot for March, 2011. A discussion of the process and the positions of the Town Councilors followed.
- Smith gave a report from the Executive Committee. They do not want to approach the Town Councilors until we have an estimate for the library. The sitting trustees prior to the election have pledged \$49,XXX. The goal had been \$45K so the committee was “thrilled” with this. A contribution of \$15,000 is expected from the Friends. They now have Annual Fund data for 7 years and donor gifts have tended to increase over the years. They now have a gift table for naming purposes.
- Madden noted the newsletter should go out by the end of the week.
- D. Moore reported he now has data bases of March voters from 2008 through 2010 and will be getting 2011.
- The goal is to develop a good organization of voters to get out the vote in neighborhoods and in the town. We plan to identify voters from voter lists, donor list, and the DPL email list who are enthusiastic about the library and invite them to an organizational meeting in May. We will send out a mailing to people and ask if they are interested.
- Madden suggested soliciting involvement on the back panel of the May newsletter.
- Young wondered if it would help to get testimonials or sponsors to support involvement. He will write a news item for the DPL weekly newsletter inviting people to send their contact information and to participate.
- D. Moore noted the main thing to do right now is get the lists. The plan is to have the organizational meeting in May or June.

- Meeting adjourned 9:45 A.M.

Next Meeting: April 5, 8:30 AM, DPL. D. Moore will invite Sandi Mitchell and Katie Fiermonti to this meeting.

Respectfully submitted,
Sibylle J. Carlson