

Irit:

Okay, it's Irit Granger. It's March 2nd, 2022. It's 12:30 PM. And we are calling to order the fundraising committee meeting as of 12:34. So, welcome, everybody. I know some of you have to leave quickly, so we're going to have an executive session to talk about some new ideas. So, Jamie, if we could move into a breakout room at 12:35, that would be great.

Jamie:

Sure.

Dee:

Being recorded.

Jamie:

Here we go.

Irit:

Alright. I just want to introduce, this is Irit Granger speaking. It's 1:20 and we've just come out of executive session. Our next item to discuss is old business and an update on our planned fundraisers. Jamie, you had something that you wanted-

Jamie:

Yes. Thank you. So as we know that the soiree save the date has gone out and I'm waiting for Marie on graphics. And as soon as I get those, I'll put the save the date up on the website so that our first publicity has gone out. But our second event, which is exactly one month after... sorry, somebody's waiting to get back in. One month after the soiree to the date is our golf fundraiser. And there are a lot of decisions that the committee needs to make relating to the golf fundraiser.

Jamie:

The first decision is what competitions we will be having. Will we be having a putting contest, a hole in one, winning a hole also known as skins in golf. Will we be having closest to the pin, longest drive?

Irit:

Jamie? Why do you need to know that now?

Jamie:

Because I need to put it in our publicity.

Dee:

You know who does that though, is Lauren Kenny, her husband. They set that up.

Irit:

Yeah, Lauren and... I would say we're probably doing all those things again. But Lauren and Al are the ones planning the event and they would know for sure.

Jamie:

Right. But these are committee decisions, not individual decisions.

Irit:

We've done the golf event in the past two years, two times now, Jamie. And those contests and prizes are where we earn all the money and I-

Jamie:

Right. And so we also need to decide how much we want to charge people to sponsor them. And also I realized looking at previous years that the library is not optimizing its sponsorship capabilities for raising money for this event. Normally for golf tournaments, what they'll do is they do... for sponsorship opportunities, they'll do levels and it's a bundle of things. So they will take the price of a foursome and they will... for example, one package might be a foursome. The business's logo on our advertising for the event, on our website and the signage for one golf hole, right? So it would be a tee sponsorship, their logo on our advertising and foursome and charge them a little bit more than what it would be to do each of those things individually. So it would be, say \$2,500 versus \$125 to sponsor a hole and \$25 to get on the website and 1300 for a foursome.

Irit:

Okay. Well, I don't think that we can really have this discussion [crosstalk 00:03:37] without the Kennys. And...

Jamie:

Well she's been very difficult to get a hold of. And she informed me that she's currently skiing for the next three weeks and only has time in the evenings, which I don't have because it's after work hours and I'm doing programming already. And these decisions need to be made and they're really committee decisions.

Irit:

Nonetheless, I don't think we can make those decisions without them.

Dee:

We can't. You know what? I mean, really what we do is we just turn it over to them and they do everything. And that did work last year. I mean, didn't it? we made \$10,000?

Irit:

We made a lot of money. Yeah.

Dee:

Yeah. One reason I say this is because it could be a thing you don't actually have to burden yourself with. They even wrote the copy for the ads. I mean, we wrote some of it though. And it's their baby.

Irit:

Although Jamie, your ideas for optimizing the sponsorships are good ones that... and should be brought into the discussion for sure. I'll reach out to Lauren and ask her when she can meet during daytime hours. Maybe these decisions can wait until she's back from skiing?

Jamie:

They can't. It needs to go out- [crosstalk 00:05:08]

Irit:

I think the only decision that's pressing is when to send the save the date card out, because the event's not until July. Right?

Jamie:

Right. We don't send out a save the date card. We send out a save the date press release, which I've been writing. But again, we include some of this information in that.

Dee:

Again, let me just... I'm sorry to keep beating this dead horse. Al wrote the press release last year. So all I had to do was polish it and send it in. It had all that information, what kind of... what you were winning and who was going to... now that's outside of the optimizing. This is just the you could sponsor a hole, you could win the ladies putting contest. He did all of that. He put it in a piece of paper and gave it to us. So that took a lot off of us. I mean...

Irit:

Let me reach out. Let me reach out to Lauren and see when they can meet during daytime hours. Are there some dates or times that you can't meet?

Jamie:

My board office hours, that are the hours that I put aside for board members every week are Thursdays between 11:30 and 2.

Irit:

Oh, okay. That's very helpful. Thank you. That's good for me to know too. Thank you. All right. I'll get back to her. Now, is she pressing you to send a save the date newsletter or whatever it is?

Jamie:

No, I just have to send it. It goes out March 15th.

Irit:

March 15th? Okay.

Jamie:

Yeah.

Irit:

Wasn't aware of that.

Jamie:

And we really should start hitting up folks for sponsorships and she's been fixated on when tickets become available, but tickets cannot become available until we're in the neon system. And I've been working tirelessly to get us in there and get that set up.

Irit:

Okay. Do you have a... yes, Laura?

Laura:

Laura. We don't have a timeline for the golf event. I think if we had a timeline for the golf event that identified what needed to get done when, it would be more clear as to who needs to do what by when. And maybe Lauren could put together that timeline. She's the one that has the experience in running these golf events and what needs to get done. I think that would be very helpful.

Irit:

Okay. I'll reach out to her and ask them to give that some thought, she and Al. And also ask which Thursdays she can make herself available to meet with you. Okay? And we'll go from there. And to Dee's point, Jamie, because all of us, not just you, but you especially, but all of us are overwhelmed with our lives and things we do and things we have to do. And the golf event is one thing that the Kennys just completely take off our plates [crosstalk 00:08:27] which is a godsend. So optimizing some of the sponsorships is great. We'll definitely talk to them about that. But otherwise let them run with it.

Jamie:

Well, it doesn't take a lot of the work for it off my plate.

Irit:

It does not?

Jamie:

Mm-mm (negative).

Irit:

With respect to putting it into the donor system? I mean, that's not something they can help with, but-

Jamie:

No, there's just a lot of moving parts to an event that are on the executive director's plate that just remain on their plate.

Irit:

All right. I'll talk to Lauren about that.

Laura:

And Irit, it's Laura. Back to the timeline, I think having that timeline would be very helpful so that we all understand the things that Lauren and Al can handle and the things that fall on Jamie's plate.

Irit:

Okay. I'll make a special point of asking them to identify that. Okay. Anything else? Jamie?

Jamie:

We talked about the other stuff earlier.

Irit:

Okay. So Laura, anything else regarding the soiree or anything?

Laura:

Sorry. It's Laura. I was on mute. No, I'll put together an update on the soiree in terms of how much has been done and where we are in terms of things left to go. But I'll put it together for everybody and send it out.

Irit:

Okay, great.

Dee:

Did you guys get the talking points? Are those going to be helpful?

Jamie:

Yes. Those are very helpful. Thank you.

Barb:

I do have one more question.

Irit:

Yes, Barb?

Barb:

Last year, some of the golfers bought their tickets through a credit card and that had to be done through square. With our new donor software, is there any way to avoid that or to do it cheaper because square did charge us a fair amount of money per purchase that way. So that might be one thing that you might want to think about.

Jamie:

They can do it through our new donor management system correctly. But that all of these companies charge about the same in terms of fees.

Barb:

They do?

Jamie:

Yeah.

Barb:

So not even Venmo would work? Right?

Irit:

Are we allowed to use that? Are we allowed to do that?

Dee:

I don't know how you could keep track of Venmo in a way. That seems very complicated.

Barb:

[crosstalk 00:11:14] I don't know anything about Venmo. I just know that people use it.

Irit:

Yeah. I use it all the time.

Laura:

Barb, it's Laura. One of the things that Jamie and I can look at with the new neon system is whether or not when you pay for an event, if we can provide the buyer the opportunity to cover the cost of the fee of the credit card charge.

Dee:

Right. That's a good idea.

Laura:

We can look into that.

Barb:

Okay.

Laura:

In our old system, we could not do that.

Barb:

I know some people like to do a credit card because then they get points for it and it's easier for them. And it gives them a record also for as a donation.

Dee:

Right. And all of the charities that I give to add a 15% tip or a 10% tip. [crosstalk 00:12:15] What?

Laura:

It's Laura, I need to drop.

Irit:

Okay. Thank you, Laura. She's with her husband at the doctor. Okay. Well, I guess the last thing for us to do is to set a date for another meeting. Maybe I don't think we should wait that long if we can avoid it. But I'm not sure about these mid-afternoon days because everybody has so many things to do. What do you guys think about that? Did you like this time, 12:30?

Jamie:

12:30 to 1:30 is ideal if we're trying to get Mariah involved and attend the meeting.

Irit:

Right. Okay. But she didn't attend today and she-

Jamie:

I think she forgot or she might have had a meeting.

Irit:

Oh, all right. Well what about March 30th? So it's four weeks from today to meet again.

Dee:

Okay. Hold on a sec.

Barb:

I have surgery that day.

Irit:

Okay. Well-

Dee:

That's right.

Irit:

That's out then.

Dee:

How about the 29th?

Irit:

Is the day before your surgery? Would that be an issue, Barb?

Barb:

I don't think so. That'd be all right.

Irit:

Okay. And do you want to do it at 12:30 again? Dee, Barb, Jamie?

Barb:

That's fine.

Dee:

I don't care as long as I'm not an idiot and knowing it actually is, it's fine with me.

Irit:

Okay. So Jamie, okay with you?

Jamie:

Yeah.

Irit:

Okay. So the 29th, 12:30 will be our next meeting.

Dee:

Okie dokie.

Irit:

All right. So I vote to adjourn this meeting for now. But before I do, I just want to let you know, I'm going to write a list of all the various ideas we came up with today and circulate it. And thanks Barb for joining in from the road, and thank Rog for driving while you did that. Or I hope you weren't driving anyway.

Barb:

No, I'm not.

Irit:

So I vote to adjourn. Second?

Dee:

Second.

Irit:

Okay. All in favor. And it is now 1:25. Thank you.

Dee:

Come home.

Barb:

I am returning.

Irit:

Bye. Bye. Jamie.