

# THE SHERMAN LIBRARY

## FUNDRAISING COMMITTEE MEETING MINUTES

**APRIL 13, 2021**

**PRESENT:** Ashleigh Blake (Executive Director), John Ehrenreich, Irit Granger (Chairperson), Laura Jagodzinski (Secretary), Dee Ratterree, Lauren Kenney (Vice President and Golf Outing Co-Chair)

**ABSENT:** Barb Ireland

**CALL TO ORDER:** Irit Granger called the meeting to order at 4:32 PM. The meeting was held via Zoom due to the Library closing related to the COVID-19 CT Stay Home, Stay Safe, Executive Order.

**REVIEW OF THIS MEETING MINUTES:** Laura Jagodzinski, Dee Ratterree

**EXECUTIVE SESSION - FUNDRAISING STRATEGY:** Irit Granger moved the meeting into Executive Session at 4:35 PM and ended the session at 5:06 PM.

**RETURN FROM EXECUTIVE SESSION:** Irit Granger motioned to approve the fundraising schedule for the remainder of the year, and to bring to a vote at the next Board meeting. Dee Ratterree seconded the motion, and all agreed. Event Dates: Golf event: July 12; Book Sale/Tag Sale (Bags & Baubles): August 15/16; Golden Ticket Raffle: October 16; Holiday Party: December 4.

**ANNUAL APPEAL:** The Annual Appeal will go out right after July 4<sup>th</sup> weekend.

**GOLF EVENT:** Lauren Kenney updated the Committee on event preparation and there was discussion on liability, pricing, sponsorships, and advertising.

- Alcohol can be served, and liability falls on Hollow Brook Golf Club. However, alcohol cannot be advertised or mentioned in publicity material.
- Event ticket prices will be \$275 each or \$1,000 for a foursome. We need to sell a minimum of 60 tickets and a maximum of 80 tickets.
- Event Sponsorship opportunities: Several sponsorships at a \$250 level (hole in ones on par 4 holes, putting contest, refreshments cart), one at \$500 for custom golf balls, and each of the 18 holes at \$125 each. Board members will be asked to sponsor or get at least one hole sponsor.
- Action Item: Lauren and Al will finalize press release and send to Ashleigh, as well as determine how many people are needed for coverage on the day of the event. The press release will serve as the basis for the flyer and website announcement.
- Action Item: Ashleigh to send draft flyer to Lauren and Irit; Ashleigh to explore signage costs.
- Action Item: Lauren will try and find a car dealership in NY for a possible car donation/prize.

**NEXT FUNDRAISING MEETING:** There will be an update on the logistics/planning of the Golf Outing on May 11 at 4:30 PM.

**MEETING ADJOURNED:** Irit Granger adjourned the meeting at 5:33 PM after Dee Ratterree motioned to adjourn and all approved.

Respectfully submitted,

Irit Granger Committee Chair

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April 14, 2021