

**MEETING OF THE BOARD OF TRUSTEES**

Tuesday, February 21 2017, 5 PM  
at the Market at Liberty Place Board Room

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*Your Notes*

*Thomas C. Swett, President of the Board, Presiding*

- I. Public Comments
- II. **Motion to Adopt the Minutes of the January 2017 Board Meeting**
- III. **Motion to Adopt the feasibility study proposal from William D Pugh & Associates/Sylvia & Carter & Associates**
- IV. President's Report – Tom – 5 minutes
- V. Director's report – Megan – 5 minutes
- VI. Committee Reports
  - a. New Building– Carolyn – 5 minutes
  - b. Personnel– Brenda – 5 minutes
  - c. Communications and Marketing – Jeff – 5 minutes
  - d. Development – Jeff – 5 minutes
  - e. Finance – Bill – 5 minutes
  - f. Policy – Bill – 2 minutes
  - g. Board Development – Karen – 5 minutes
- VII. Adjournment

*The next board meeting is scheduled for  
Tuesday, March 21 at 5 PM, at the Market at Liberty  
Place*

## Proposal to the Board Feasibility Study Contract

### **Summary:**

The Executive Committee has interviewed two capital campaign consultants and selected the team of William D. Pugh & Associates (“WPDA”) in collaboration with Sylvia & Carter & Associates (“SCA”) for the feasibility study. The contract proposal from WPDA & SCA also includes a section to possibly provide training and assistance to the library staff and any key volunteers who would be involved with the development functions including the capital campaign and while this effort may be needed in the future, there are no immediate plans to implement this phase of the agreement. The proposal states an hourly cost of \$110 an hour for this service, if needed. The main focus at this point is the feasibility study.

**At the February 21, 2017 Board meeting, a motion will be requested to approve the contract proposal from WPDA/SCA.**

The Executive Committee urges your approval of this contract.

*Here are the details:*

**Contract Amount:** \$30,000 (fixed price)

**Purpose:** Conduct a feasibility study to include interviewing 40 individuals (selected from a list of 50-60) and conducting one focus group to discern the feasibility of successfully implementing a \$10 million +/- campaign to raise funds for the library’s as yet to-be-defined campaign.

**Time period:** 16 weeks (starting time to be determined).

- 2-3 weeks for meetings with the library planning committee, preparation of a view book, preparing advance letter templates, etc.
- About 8-12 weeks to schedule and conduct interviews.
- Approximately one week or so to compile, write up, and produce the report.

**Credentials for WPDA/SCA:** Both Bill Pugh and Connie Carter are Certified Fundraising Executives (“CFRE”) with 9 decades of combined nonprofit experience, successful track records in feasibility studies and campaign management, and experience working as consultants to over 100 libraries and community organizations.

**Funds Availability:** This fee will be expensed from the Capital Reserve account which is used for the new library project. The Capital Reserve account is funded from the investment portfolio endowment funds dedicated to a new building.

**Deliverables:** The primary purpose of the feasibility study is to present conclusions about how those interviewed perceive the ability of the library to successfully complete a capital campaign. The report will also make recommendations relative to further funding potential, specific steps necessary to move forward, and the timetable of when to proceed.