

**Kennett Library**  
**Board Meeting Minutes**

**NOVEMBER 20, 2018 Board of Trustees**

Karen Ammon  Barbara Bolton  Gail Bowden  Chris Britt  Jerry Brown  Margaret Egli  Cathy Elder  Jim DiLuzio  Chris Larsen  Bill McLachlan  Brenda Mercomes  Barbara Necarsulmer  Loren Pearson  Brad Peiper  Thomas Swett  Barry Tomasetti  Jeff Yetter

*12 present (17 Trustees)-Quorum achieved*

Guests: Don Kligerman, Anneliese Van Arsdale, and Bill Landmesser

**Agenda items**

**Opening of Meeting/Public Comments**

Tom Swett, President, opened the meeting at 4:59 p.m. There were no public comments. The October meeting minutes were approved with no corrections. Committee reports had been sent via email to allow more time for a presentation by Fairmount Ventures.

**FAIRMOUNT VENTURES PRESENTATION**

Tom turned the meeting over to Don Kligerman and Anneliese van Arsdale who gave a presentation titled “The Kennett Library Capital Campaign Feasibility Study and Action Plan”. Don Kligerman revealed that an overall strategy developed over the six-month feasibility interview process which started in May. Fairmount conducted thirty-five confidential stakeholders’ interviews; sixteen candidates did not respond to our request and nine declined. Questions were developed to evaluate the degree of community support for our campaign while also identifying community influencers who could maximize our success. The findings of the study need to be viewed in a broader context. The Library is growing its base as evidenced by a fall fundraiser which raised 50% more than the previous year. One of the findings of the study was that some of the high net worth individuals did not perceive the Library as a philanthropic priority. The study uncovered a disconnect between the users of the Library and donors. This disconnect does not undermine our project, because donors see the value of our social good.

Based on this information what is the strategy? The main challenge is connecting with people who can give large gifts. The strategy will be hyper focused on those who can give. We need to broaden our network, change the narrative and have conversations with strategic individuals. Bill asked Don what is the timeline to develop this strategy. The reply was approximately nine months during which time philanthropic leaders should emerge. We need six to ten leaders for our campaign who will publicly champion our cause. Out of this process we will need two to three Campaign Chair people. Fairmount can provide access to high net worth individuals. When building leadership for our campaign, think of concentric circles with Library Leadership and supporters in the center, with outer layers of Community Influencers and Committee Leaders who can connect to High Net Worth individuals.

Bill asked Don who will be doing the Ask. Don replied that it would depend on who has the best access and ability to connect with decision makers. Tom asked about naming opportunities and Don confirmed that would be an important fundraising option. Cathy asked what are the critical success factors that will promote progress. Don stated that it is very important to take the time necessary to develop the structure. We should not rush the process. Bill asked how we measure progress and Loren questioned who scripts our story. Brad noted that it is important to educate the general public about what’s happening and our timeline. Many residents do not understand all that is involved in a \$15 million-dollar project. Cathy emphasized that as part of our educating the general public, they need to be informed that we are not public funded. Jeff added that the Lewes, DE Library which was public funded took six years to build.

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<p>Gail asked how we cultivate patrons and what programs are effective with large donors. She also noted the challenge of serving different segments of donors. Cathy followed this up with a question regarding what type of programming would be attractive.</p> <p>Jim asked about the expenses involved in this Capital Campaign. Don Kligerman replied that a fee of between 2 to 3% is customary for a Capital Campaign Manager. The Capital Campaign could extend for two years perhaps longer. Fairmount has provided us with a one-year contract which is based on 932 hours for a price of \$126,000 for the first year.</p>
<b>ALP/SAC</b>
<p>This report had been submitted electronically to all Trustees prior to this special Board meeting to review the capital campaign and feasibility study. Highlights included revenue commitments from grants, donations and book sales currently totaling \$78,390 plus a joint event with Operation Warm.</p>
<b>BOARD DEVELOPMENT</b>
<p>A resume from David Sleasman, Longwood Gardens Librarian, has been received for Member-at-Large for East Marlborough. Kennett Borough has advertised for a Borough appointee.</p>
<b>DEV-COMMUNICATIONS</b>
<p>The Fall Fundraiser event netted \$40,000, which is 50% more than the first fundraiser held 2017. The Annual Appeal letter will be mailed November 30<sup>th</sup>.</p>
<b>FINANCE</b>
<p>The CCLS October financial statement have not been released. A new accounting fund has been set up to capture expenses and revenue for 120 S. Willow Street.</p>
<b>HOME &amp; GARDEN TOUR</b>
<p>The committee has a number of potential houses under consideration with the Kennett Borough for the June garden tour.</p>
<b>NEW BUILDING COMMITTEE</b>
<p>The property at 124 S. Willow Street is under contract for \$125K. Jeff will meet with HARB to obtain permission to demolish the house after the settlement.</p> <p>The land swap of a Library parcel for a Sinton parcel is still being negotiated.</p> <p>All Trustees have received the latest layouts and renderings for the latest building design. The Revit model is being submitted to the construction manager to generate the 4<sup>th</sup> cost estimate.</p>
<b>IT COMMITTEE</b>
<p>This new committee is chaired by Chris Larsen. The committee has met to consider changes to the Library website. The committee will also consider a possible replacement of the current donation database.</p>
<b>PERSONNEL</b>
<p>Veronica Chavez has been hired for the vacancy created by Linda Herrera's relocation to Texas.</p>
<b>POLICY</b>
<p>There was no report.</p>
<b>STRATEGIC PLANNING</b>
<p>The 2019 Strategic Plan is taking shape. The input from the October 27<sup>th</sup> meeting with Board members was useful. A second meeting is being planned for Board members who missed the October meeting.</p>
<b>FINAL THOUGHTS</b>
<p>The Trustees are being given time to review the Fairmount proposal. There will be a vote on affirmation of the contract at the December Board Meeting.</p>

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The meeting was adjourned at 6:05 pm. The next board meeting will be held Tuesday, December 18, 2018 at the Episcopal Church of the Advent.

Respectfully submitted,

Margaret R. Egli  
Secretary