

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

**February 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: William Pugh, Connie Carter, Corrinne Sylvia, Bill Landmesser and Megan Walters**

<b>Agenda items</b>
<p><b>Opening of Annual Meeting/Public Comments</b></p> <p>Tom Swett, President, opened the meeting at 4:59. He began by asking for a motion to approve the January board minutes. Barbara Necarsulmer made a motion to approve, which was seconded by Brad, and passed with no corrections.</p> <p>Tom was happy to report that the Garden Tour, which had been struggling, has seven confirmed houses that are centrally locally. He was also happy to share that the committee has a new infusion of committee members, which is great news because this is an important fundraiser for the Library.</p> <p>Tom introduced and welcomed new board member, Barbara Bolton, who has just been appointed by New Garden Township as a result of the recent successful referendum. Barbara has served on the Communications Committee and helped with the Fall Fundraiser.</p>
<p><b>Director's Report</b></p> <p>Megan reported that January was a good month, despite circulation being down which can be attributed to several snow days. The Bad Romance Event held at the Kennett Brewing Company was definitely a worthwhile fundraiser for the Library. Besides being fun, this event raised \$667 for the Library.</p>
<p><b>NBC COMMITTEE</b></p> <p>Bill reported that the initial cost estimate for the Library project, which includes two floors of 37,500 square feet plus parking, has come in over budget. As a result, the Committee is in the process of reducing the square footage and downscaling the design to reduce the overall cost. We do not want a box and we still want to preserve the inspiring design. EDiS, Lukmire, and Dennis Melton will review the plans to recommend a list of downsizing options. The downsizing process will take approximately four weeks, which will delay the start of the feasibility study. The Green Roof, which was an appealing option, may have to be removed due to cost. The prospective design will appear in the March FIG ad, however the word proposed is included in the copy.</p> <p>Bill and Jeff met with the Masonic Lodge, whose members indicated that they are willing to work with us. They did indicate that they hoped the Library would provide a meeting place for them.</p> <p>Tom commended Bill and Jeff on their hard work and many hours spent on advancing this project.</p>
<p><b>FEASIBILITY STUDY PRESENTATION</b></p> <p>Connie Carter, Corrine Sylvia, and William Pugh gave a presentation which provided the Board with a complete overview of the upcoming feasibility study. Connie Carter began with the interview process. Fifty one-on-one interviews will be done with potential key donors. The goal is to obtain honest feedback, which will concentrate on strengths of the project, benefits to the community, and the interviewees' willingness to give. The face to face interview also provides an opportunity for donor cultivation. Another goal is to identify leaders in the community, who would be the best</p>

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campaign leaders for our project. A feasibility study should give us reasonable expectations regarding the length of the capital campaign, the challenges ahead, and how to refine our campaign message.

Corrine followed up with an in-depth discussion of the questions to be asked in the interviews. Most significant is “Do they think the funds can be raised?” They will also be asked who they think would be effective leaders for our campaign. All interviewees will be shown a gift chart and be asked generally at what contribution level they would be comfortable. Corrine stated that 80% of the interviewees should believe that the campaign will be successful. She also offered that 50% of the total goal should be identified during the interview process.

Bill Pugh reinforced the importance of the face to face interview for an honest result. These interviews should disclose how the library is perceived and whether the interviewed are convinced that there is a need for this new Library. Another important question is whether they would personally volunteer. The fifty interviews will be done in a ten-week period. Prior to the commencement of the interviews, an introductory letter will be sent to the prospect signed by someone that they know on the Board. Bill disclosed that a feasibility study is not a science but an art. An effective feasibility study should accurately predict the campaign’s success.

After this presentation, several board members had questions for the feasibility experts regarding how the questions are structured, anticipated challenges, and how effective the contribution ladder is predicting giving.

**ALP/SAC & Committee Reports**

All committee reports had been submitted to the Board via email prior to the meeting in order to allow time for the Feasibility Study presentation.

The meeting was adjourned at 6:00 p.m. The next board meeting will be held Tuesday, March 20<sup>th</sup>, 2018 at the Episcopal Church of the Advent.

Respectfully submitted,

Margaret Egli, Secretary