

THE WESTPORT LIBRARY

Minutes of the Development Committee

January 13, 2021

Meeting Conducted by Zoom

Committee Members Present: Andrea Berkley, Iain Bruce, Emily DiMiceli, Randy Herbertson, Celeste LaCroix, Jenna Markowitz, Meena Pellerin, Barrie Rosen

Members Absent: Krishna Patel

Staff and Guests Attending: Bill Harmer, Nancy Klein

The meeting was called to order at 5:35pm

Minutes of last meeting: Unanimously approved

Topics discussed:

The first topic on the Agenda was the 2020/21 Annual Appeal. The year-end Appeal included a direct mail piece, email, social media, a banner on the homepage, and promotion in the Library's weekly enews. The response has been very positive, and the Library is on track to meet its goals for the campaign.

The Committee was updated on the development calendar for the remaining six months of the fiscal year that will include the final push for the Appeal in March and the Library's signature fundraising event, Booked for the evening in May/June.

The last item on the Committee Agenda was a brainstorm on how to reach additional donor prospects. Suggestions were made about reaching out to new residents through the newcomers' club, requesting that material be placed in the packet's kids bring home from school (done by Westport Continuing Ed), and possibly arranging a dedicated email swap with a community partner.

The next committee meeting will be held on February 10, 2021, at 5:30pm.

The meeting was adjourned at 6:40pm

Respectfully submitted,

Nancy Klein
Chief Development and Marketing Communications Officer