

THE WESTPORT LIBRARY

Minutes of the Development Committee

January 12, 2022

Meeting Conducted by Zoom

Committee Members Present: Andrea Berkley, Randy Herbertson, Celeste LaCroix, Stefano Pacifico, Krishna Patel, Meena Pellerin, Jeremy Price

Absent: Dave Briggs

Staff and Guests: Bill Harmer, Nancy Klein, Natasha Smith

The meeting was called to order at 5:10 pm

Minutes of the last meeting: Unanimously approved.

Topics discussed:

Ms. Klein updated the Committee on the status of the 2021/22 Annual Appeal. The year-end mailing performed well, and she expressed cautious optimism that this year's goal will be achieved.

Ms. Berkley presented the development budget for FY 2022/23 for discussion and consideration.

Mr. Herbertson suggested that the Library consider including a convenience fee option for donors making credit card gifts. This would generate additional revenue and has become common practice among nonprofits. The staff will report back to the Committee at the next meeting on the feasibility and timing of this change.

The Committee had an extensive conversation/brainstorm on how to generate additional funds in next year's Annual Appeal. Suggestions included ways to expand the number of donors and incentives for current donors to increase the size of their gift. The conversation will be continued at the next Committee meeting.

Ms. Berkley asked for a vote to approve the proposed budget. A motion was made, seconded, and unanimously approved.

The next Committee meeting is Wednesday, February 9th at 5:00 pm.

The meeting adjourned at 6:00 pm.

Respectfully submitted,

Nancy Klein

Chief Development and Marketing Communications Officer