

CHELSEA BOARD OF LIBRARY TRUSTEES

Special Meeting to Strategize Silent Auction Fundraising Event

Monday, September 28th, 2015

6:30 PM

Chelsea Public Library

MINUTES

1. Meeting called to order at 6:30.
2. Present: Russ Martin, Mary Savidge, and Susan Morse
3. Strategize for Silent Auction:
 - a. Review of where we are with donations.
 - b. Thank You Notes:
 - i. Susan has made TY notes that are at the library to send to donors.
 - ii. Please mark on the Google Doc when you send a TY so as not to repeat efforts.
 - c. Poster: TY note theme was used for the poster
 - i. Feedback:
 1. Make star design smaller
 2. Make Auction Items more prominent.
 - d. Website:
 - i. See if Virgil can make a drop down menu with Silent Auction on our website
 - ii. Have Items and Bidding Rules on that drop down.
 - iii. Have a general overview of Silent Auction on the home page window.
 - iv. Website up and running by October 25.
 - e. Credit Card:
 - i. Ask Phyllis to contact Mascoma to find out what is involved in setting up ability to accept credit cards at the auction.
 - f. Annual Appeal:
 - i. We should try to get the Annual Appeal letter out to local people before the auction so we can put in an extra push for loyal donors to come to Silent Auction.
 - ii. Ask Virgil for a draft of Annual Appeal letter by next board meeting.
 - iii. Send a general appeal to all patrons
 - iv. Send another short letter to former Chelsea Area donors with Silent Auction insert.
 - g. Encourage trustees to send in any donations they have collected to add to the list ASAP.
 - h. Russ will contact Todd Tyson for a seasons pass to Mt. Folk.
 - i. Mary will round up "Bidding Rules."
4. Meeting adjourned at 7:30.

Submitted by Susan Morse
September 28, 2015