

Inaugural Meeting**Monday, August 13 2018 at 3:00pm**

Members Present: *Robert Fuller, Robin Hall, David Luke, Denson Martin, Bill O'Lecky, Nancy Volbeer*

Apologies for absence: *Joe Meyer*

Also present: *Leslie Clark (Director), Vicki Adkison (Assistant Director)*

Call to Order

Robert called the meeting to order at 3:00pm.

Appointment of Officers

- **Chair:** *Robert* was proposed by *Robin*, seconded by *David*. Approved unanimously.
- **Secretary:** *Robin* was proposed by *Denson*, seconded by *David*. Approved unanimously.

Open Discussion (facilitated by *Bill*)

- **Purpose of this Group**

The new Lumpkin County Facility Naming Policy opens the possibility of raising funds for the new Library by financial donations in exchange for naming parts or all of the building. The purpose of the group is to establish a program to take full advantage of this policy for the benefit of the new Library. Since we are plowing new ground, there was no intent in this first meeting to lock out new and better ways of getting the mission accomplished

- **Group Name**

This working group is not a subcommittee of either the Board of Trustees or the Friends of the Library. Nor is it an open-ended structure. It should only exist as long as the New Library program is under way. Organization of the 2017 Centennial Celebrations is a comparable analogy. To avoid confusion, the word Funding should not be included in the name (because funding of construction and fitting out is the responsibility of Lumpkin County). It was agreed that the name to be adopted should be **New Library Task Force**.

- **Lumpkin County Facility Naming Policy**

A copy of this policy is attached. *Leslie* advised that, according to her discussions with Allison Martin (Lumpkin County Director, Finance and Support Services), moneys raised from sponsorship must be used for FFE (Furniture, Fittings & Equipment) for the sponsored program). Since the approved program budget for the library covers base FFE, the sponsorship funds could be used to enhance and expand on the base interior design and facilities.

- **Decisions on acceptance and use of sponsorship funds**

Final decision on acceptance and use of sponsorship funds lies with the County Commissioners. In this, the Commissioners are guided by the Lumpkin County Building Committee, advised by the Director of CRLS. Concerns were expressed that the Commissioners might use part of sponsorship funds to offset part of the regular Library budget.

- **Administration and Fundholding of sponsorship funds**
Sponsorship funds will be received by Lumpkin County Library and managed by CRLS. The library is a 501(c)(3) organization for Federal tax purposes. Dependent upon the position of the County Commissioners on donor specified use of funds, it may be necessary to have account codes for both Restricted and Unrestricted sponsorship. Timing of the spending must be established in advance.
- **Potential for fund raising**
Total potential amount of sponsorship funding depends upon the number and sizes of spaces (and resulting minimum financial contribution) available for sponsorship. *Leslie* agreed to circulate details of these.
Opportunities should be made for smaller public donations to the New Library – these are best channeled through the Friends of the Library.
- **Development of a Case Statement & Marketing materials**
Once the scale and ground rules for sponsorship have been nailed down, a Case Statement (a document justifying the value of becoming a donor) must be developed. This will serve as the basis for marketing documents and public statements.
Sponsorship canvassers will be required who can tap into potential donors. Using the Centennial celebrations organizational model as a basis for marketing is recommended.
- **Interior Design of new Library**
The interior design of the New Library will be based on a Mining theme. Basic design colors (walls, floor, furniture) must conform to approved Lumpkin County palettes. A professional interior designer is being funded as part of construction funding. An Interior Design Committee headed by *Leslie* (plus Diane Bates (Friends of the Library) and two Library Board volunteers) provides guidance on practical library issues.
- **Retaining and recognizing the history of the Library**
Whilst there is no formal proposal to transfer dedication of rooms in the current Library (e.g. Madeline K. Anthony Genealogy Room) to the new Library the existing dedication plaques and other historic markers should be retained in a “Hall of Fame”.
- **Labelling of named spaces**
A consistent style of plaques for recognizing donors is required. These should be a high standard, reflecting the generosity of the donors.

- **Library Foundation**

The Lumpkin Library Foundation has played a significant role in obtaining funding for the new Library including committing its funds to assist in obtaining matching state funding. It is a stand-alone entity and consideration should be made of restructuring the Library Foundation as a subset of the Friends of the Library.

Action Items

Robert: Seek a meeting with Chris Dockery (Chairman, Lumpkin County Commission) to discuss what the task force is about, brief him on the inaugural meeting (particularly the issue of going public with the naming campaign and currently open items) and obtain approval for the outline approach proposed.

Robert: Meet with Diane Bates and Nan Peters for guidance on how the Centennial celebrations organization could model our efforts to organizing a Sponsorship funding drive through library space naming and outright donations.

Leslie: Confirm with Alison Martin that the Library will be fund holder for sponsorship funds.

Leslie: Distribute a list of rooms/spaces potentially open for sponsorship (including the size and potential sponsorship funds).

Next Meeting

The date of the next meeting of the **Lumpkin County New Library Task Force** will be arranged shortly.

Adjournment

Robert requested motion to adjourn meeting at 4:25pm. Denson made motion to adjourn. David seconded. Approved unanimously.

Respectfully submitted:

Robin Hall, Secretary