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**MINUTES OF THE STEERING COMMITTEE MEETING**  
for Josephine Community Libraries  
Tuesday, November 27, 2007

**MEETING LOCATION AND TIME**

The Steering Committee for Josephine Community Libraries was held in the Marie Hill Conference Room at the Washington Annex. Chair Cathye Mason called the meeting to order at 7:05 pm.

**PRESENT**

Steering Committee members present were Judy Christensen, Virginia Collins, Dennis Doyle, Michele Gester, Barbara Ketley, Cathye Mason, Linda Naydol, Nancy Smith, Teresa Stover, Ginnie von Gal, and Doug Walker. Steering Committee members absent were Jackie Balander, Charles Brown, Bonnie Johnson, Dale Matthews, Dave Toler, Gary Van Dyke, Cessa Vichi, and Jon Wacker.

Board nominees present were Elayne Smith, Bill Kangas, David Mannix, Nick Morgan, Susan Ellsworth, and Bill Peterson. About 5 guests and subcommittee members were also present.

**1. APPROVAL OF MINUTES**

*Motion:* Nancy Smith moved, Virginia Collins seconded, and the motion carried that the minutes of the 11-20-07 meeting be accepted as written.

**2. OLD BUSINESS**

**Budget Committee — Treasurer's Report**

Treasurer Dennis Doyle reported that the Library Steering Committee account, used for operating funds, is unchanged at \$6,671.14. The RCC Foundation/Josephine Community Libraries account is at \$14,069.36.

**Fundraising Committee — Concert Update**

Doug Walker reported on the benefit concert featuring "MTV" and "Funknional Fusion" scheduled for 8 pm January 19 at the Rogue Theatre. Fundraising Chair and organizer Kevin Widdison announced that Dutch Brothers had signed on as a fourth \$1,500 sponsor, joining The Daily Courier, Hart Insurance, and Home Valley Bank. Mr. Widdison distributed posters and announced that tickets will go on sale Thursday, November 29.

*Action Item:* Those who have a prominent location to post a concert poster should contact Kevin Widdison ([kwiddison@hotmail.com](mailto:kwiddison@hotmail.com), 474-3716).

**Legal Committee — 501(c)(3) Application**

Legal Committee Chair Ginnie Von Gal reported on the information included in the 30-page 501(c)(3) application, IRS Form 1023. The committee discussed the nature of the information required.

*Action Item:* Ginnie Von Gal will contact attorney Bill Mansfield on November 28 and develop the tasks and timeframe for completing the application.

**Publicity Committee — Window Decals**

David Mannix reported that he has a source who volunteered to print our window decals for free.

*Action Item:* Teresa Stover will send the window decal artwork to David Mannix.

### 3. NEW BUSINESS

Cathye Mason stated that the new business for the meeting would be a continuation of the November 20 meeting in which the work of the various committees was summarized for the board member nominees.

#### Fundraising Committee

Doug Walker summarized current fundraising priorities as continuing to organize the benefit concert, obtaining 501(c)(3) status, hiring a development director who might also serve as executive director/library director, developing a marketing package to help solicit corporate sponsors, having the board organize and determine details of governance, and determining when a membership campaign drive should take place.

Mr. Walker reviewed a list of other ideas and action items related to fundraising.

**Action Item:** Teresa Stover said she would update our talking points and also create a script for volunteers making cold calls to potential donors.

Kevin Widdison echoed the importance of a development director, especially given that invoicing on pledges is a full-time job, and the money generated from this followup could pay the director's salary.

Mr. Widdison also said that the Fundraising Committee had done some preliminary work on donor levels, for example, up to \$100, \$101-250, \$251-500, and \$501-1000. Donor levels and designations are not final.

The committee agreed that although we can't apply for grants until 501(c)(3) status is approved, we can research grants now, create a deadline calendar, and write generic answers. Mr. Walker stated that Karen Philips, grantwriter for Goodwill Industries, has volunteered to lead the grants subcommittee. We need to explore small development grants, as well as resources available through the state librarian's office. It's possible that local grant providers might be willing to expedite financial support for the library cause.

**Action Item:** Doug Walker will follow up with Karen Philips about researching grants, scheduling, and writing grant application information now.

Virginia Collins suggested that we have window decals and tee-shirts available for sale at the benefit concert, in addition to our buttons and bookmarks.

**Action Item:** Teresa Stover will discuss tee-shirts at the December 8 Publicity Committee meeting.

#### Publicity Committee

Publicity Chair Teresa Stover summarized the current projects and status of the Publicity effort. She discussed purpose and messaging of the Publicity Committee.

The Publicity Committee has helped develop the organization name, logo, slogan, frequently asked questions, the brochure, the Web site, bookmarks, and buttons. The committee has been submitting press releases, staffing information tables at community events, and responding to media requests. Kevin Widdison also described the ongoing "road show" which includes presentations to service organizations such as the Kiwanis, Rotary, and Lions.

Ms. Stover described the current media campaigns regarding sharing the kicker with the library, holiday gift donations, year-end tax planning, and the benefit concert. In the works are a possible KAJO interview, a jingle, letters to the editor, window decals, stationery, notecards, business cards, school fliers for "kid-mail", and coordination with high school leadership organizations, as well as other other ideas to help raise awareness.

The committee discussed a high school essay competition, with a topic such as "Why is the library important to our community?" Barbara Ketley pointed out that it's important to coordinate with the teachers. Nick Morgan suggested that we could create a booklet of winning essays and generate money from booklet ad sales.

Virginia Collins stated that we all can take a more personal approach by talking with our own groups, friends, and neighbors to help publicize the effort. Doug Walker suggested we look at as many marketing angles as possible. We could develop public service announcements and provide them to the radio for free airplay.

Kevin Widdison discussed direct mail and bulk mail. He said that for \$2,100 we could have a letter sent to 30,000 mailboxes in the county. Printing would cost \$5-6,000, and we'd need to sort the pieces by zip code.

It was suggested that we should be in the Boatnik Parade in May. It was also suggested that someone distribute our bookmarks at the Holiday Parade on December 1.

**Action Item:** Wilbur Wilson volunteered to distribute our bookmarks to the parade crowd. Cathye Mason provided him with bookmarks and said she will see about having more printed and cut.

## Volunteers

Teresa Stover stated that we do not have a volunteer committee, but that she has been maintaining the contacts database in Excel. Currently we have 527 names in this database. Of these, we have 300 e-mail addresses, 183 street addresses, and 385 phone numbers. Eighty-seven of these are donors, 157 request information only, and 196 are listed as volunteers. Of these, 56 are assigned to one or more committees.

Ms. Stover stated that the following tasks need to be done: We need to call contacts with faulty or missing email addresses and street addresses. We need to develop a staffing function that gathers information about staffing, expertise, and in-kind requirements. We need to call contacts to follow up on willingness to volunteer. We need a volunteer coordinator to match volunteers with jobs. The volunteer coordinator can also be the liaison with other community groups who can volunteer their time and services.

Ms. Stover listed a number of ideas about where we can get more volunteers and what those volunteers can do. Michele Gester pointed out that involving youth is essential to this effort, as they have a lot at stake. They also have a level of creativity and energy, and the more we include them, the more buy-in we'll have in the community. Cathye Mason added that many students have said they're willing; we just need to identify tasks for them.

Virginia Collins suggested that we need a volunteer coordinator, and that this might need to be a paid position. After the libraries are open, volunteer coordination will be a major task, and she suggested that it should be a separate position from that of the development/executive/library director. Training alone will be a huge and ongoing task. Judy Christensen pointed out the physical nature of the work. Nick Morgan suggested that when we contact people, it's best to give them three or four choices of jobs they can do.

**Action Item:** Barbara Ketley agreed to work with volunteers until we have a paid volunteer coordinator.

**Action Item:** Judy Christensen will obtain the yearly report of statistics that Cessa Vichi compiled which included the number of books checked in and out in a single year and other statistics.

## Formal Action Plan Development

Teresa Stover said that she and Michele Gester can compile an action plan in the form of a Gantt Chart.

**Action Item:** Committee heads will provide a list of recommended actions for their areas of responsibility. This can be a simple list of tasks, but it can also include estimated durations, suggested start and/or finish dates, and suggested assignment of responsibility if available.

Committee heads can send ideas that are not part of a concrete action plan to Ms. Stover for the "idea database."

## 4. PUBLIC COMMENT

Public comment took place as part of the committee summaries on fundraising, publicity, and volunteers.

Judy Christensen also announced that the Josephine County Library Board of Trustees is meeting at 7 pm on December 5, in the Washington Annex. The sale of the Borders property will be discussed.

## 5. APPROVAL AND NEW BUSINESS OF THE BOARD OF DIRECTORS

Doug Walker, board nomination coordinator, reviewed the names of the board nominees: Brady Adams, Charles Brown, Judy Christensen, Dennis Doyle, Susan Ellsworth, Corin Goodwin, Bill Kangas, David Mannix, Nick Morgan, Bill Peterson, Elayne Smith, and Doug Walker. The JCL incorporators—Cathye Mason, Linda Naydol, Dennis Doyle, and Teresa Stover—have unanimously accepted these as members of the first official board of directors.

*Motion:* Nancy Smith moved, Barbara Ketley seconded, and the motion carried that the individuals be accepted as read as the new board of directors of Josephine Community Libraries.

Cathye Mason announced that with this motion, the governance of Josephine Community Libraries has passed from the ad hoc steering committee to the official board of directors.

*Motion:* Doug Walker moved, David Mannix seconded, and the motion carried that the Josephine Community Libraries bylaws be accepted as written.

*Motion:* Judy Christensen moved, Doug Walker seconded, and the motion carried that Dennis Doyle be elected as Treasurer for the Josephine Community Libraries board of directors.

*Motion:* Nick Morgan moved, Bill Kangas seconded, and the motion carried that Doug Walker be elected as President for the Josephine Community Libraries board of directors.

*Motion:* Doug Walker moved, Bill Peterson seconded, and the motion carried that Nick Morgan be elected as Secretary for the Josephine Community Libraries board of directors.

*Motion:* Bill Peterson moved, David Mannix seconded, and the motion carried that the committees for JCL should be Budget, Fundraising/Publicity, Legal, Government Liaison, and Volunteers.

It was suggested that Mr. Walker, as President, should designate the committee chairs.

Ginny Von Gal asked if the board could determine the names of the four signers for checking account so she could ask Bill Mansfield to complete the draft resolution for checking account authorization. The board designated Doug Walker, Nick Morgan, Dennis Doyle, and Judy Christensen as the four account signers. The board discussed the levels of authorization for a single signature, for two signatures, and the point at which preapproval is required.

*Action Item:* Ginny von Gal will provide the names of the signers to Bill Mansfield to complete the draft resolution for checking account authorization.

Bill Peterson asked about the interim budget for operating expenses, and was informed of the steering committee budget developed in September by the committees anticipating costs through December 2007.

*Action Item:* Teresa Stover will send Steering Committee Budget to board members and committee heads.

Dennis Doyle pointed out that not much of that budget has been requested, and Cathye Mason stated that it's because items were either donated or committee members paid for them individually. It was recognized that figures for donated materials would be needed for budget, tax, and grant purposes.

*Action Item:* All committee members and other volunteers should be instructed to provide copies of any receipts for items purchased, even if they decide to pay for the items themselves.

## 6. NEXT MEETING

Doug Walker announced that the next meeting for the Josephine Community Libraries Board of Directors will be 7 pm on December 4, 2007. This will be the first full meeting of the board of directors, and that it was open to the public. The location will again be at the Marie Hill Conference Room in the Washington Annex, 510 NW Fourth Street, between B and C Streets. Mr. Walker adjourned the meeting at 8:50 pm.

Respectfully submitted,  
Teresa Stover, Secretary  
Steering Committee  
Josephine Community Libraries