

Minutes

Marshfield Library & Community Center Steering Committee

Thursday, March 7, 2013 4:00 p.m.

Marshfield Public Library, General Meeting Room

Doty called the meeting to order at 4:10 p.m.

Attendance: Kelly Cassidy, Jean Doty, Kris Keogh, Steve Barg (arrived at 4:28 p.m.), Becky Spencer, Russ Stauber Mat Bartkowiak (arrived 4:37), and Lori Belongia

Absent: Mayor Chris Meyer, Jason Angell,

Also present: Alden Briscoe, Jodi Bender Sweeney, David Drews and Doug Barnes, Joanne Ampe, Steve Coy, Laura Drendel, Brittney Lueth (left at 4:35 p.m.), Kathy Dieck (arrived at 5:10 p.m.), and Dori Knoff (left 5:20 p.m.)

Public Comment: Knoff & Lueth presented information about an awareness and benefit concert being organized for the project by several of the Leadership Marshfield class members. They are working with Brian Sauer, the VOX concert organizer. The "VOX ROX the Community" event will be held at Wildwood Station on Thursday, May 16 at 7:00 p.m. with entertainers Connie Lim and Jenn Bostic.

Stauber moves and Keogh seconds a motion to approve the minutes of the Library & Community Center Committee's February 11, 2013 meeting. All ayes, motion carried.

Keogh moves and Stauber seconds a motion to receive and place on file the February 6, 2013 minutes of the Design and Architecture subcommittee. All ayes, motion carried.

Alden Briscoe & Jodi Bender Sweeney presented an overview of the 46 page report on the initial phase of fundraising. The points highlighted were:

- 1) People throughout Marshfield are excited about this project, especially the Library, the Community Center component needs more definition
- 2) The strong consensus is that \$8 million in private funding cannot be raised at this time
- 3) Phasing the project into two parts with the Library first is recommended
- 4) Assuring that the City's commitment to funding \$3 million is integral to successful private fundraising
- 5) The belief that \$3 million in private funds can be raised is as a match to the \$3 million in City funding
- 6) The recommended 3-4 month campaign planning process includes:
 - a) Recruiting a Campaign Planning Committee that meets only for this time period

- b) Identifying and recruiting an Honorary Committee
 - c) Identifying and recruiting campaign leadership
 - d) Confirming the City's commitment
 - e) Securing the Visionary gifts that give the campaign momentum
 - f) Securing commitments from those closest to the library
 - g) Entering into discussions with the YMCA so that the campaigns can be seen as parallel rather than competitive
- 7) The study has generated excitement and initial momentum; it is important to begin the campaign immediately

There was much discussion. Many questions to the consultants were centered around points 3 & 4 with regard to the \$3 million in private fundraising figure. The consultants noted that the figure is one that is conservative and one in which they have confidence. After their conversations with potential leaders and donors, it was also deliberately linked to the \$3 million in City support. David Drews and Doug Barnes also answered questions about the size and cost of the project, especially with regard to phasing and strategies for reductions.

The committee will take the next few days to digest the information and reconvene on Monday, March 11, 2013 to determine the next course of action.

Belongia, Briscoe and Bender Sweeney left the meeting at 5:38 so that the consultants could transfer material to Belongia. (Cassidy took over recording minutes.)

Keogh had no comments regarding the architectural plans for the Library. Cassidy and Doty had no comments regarding the architectural plans for the Community Center.

There was no request to the Library & Community Center committee regarding space for historic museum interests at this meeting.

Stauber moves and Spencer seconds a motion to adjourn at 5:55 p.m. All ayes, motion carried.

Respectfully submitted,

Lori Belongia and Kelly Cassidy.