

Village of Belleville
Minutes - Fundraising Committee Training
October 28, 2010, 7:00 p.m., Village Hall

Members present: Rick Francois, Terry Kringle, Herb Blaser, Mike O'Connor, Laurine Lusk.

Members Absent: Brad Peterson, Joe Donlin, Lena Funseth, Mark Dyrhaug, Deb Watterson.

1. Prospect Updates: Committee members reviewed contacts and pledges made, including in-kind and cash donations. Meetings continue to take place.

2. Review of updated Q & A: Additional edits were decided and some questions will be eliminated. Laurine will get these changes to Becky. Then Becky will ask Montgomery staff to make final edits. When final changes are made the list of Questions and Answers will be forwarded to Mark, to added to the Lake website under the "history and details" tab.

3. Review of Website: Mark is doing a great job building and editing the website. Committee members reviewed and approved the new changes, with these additions:

- At Tab #2: "Gallery of News and Pictures:" We still need Brad to forward select local articles to Mark, so these can be put onto the website. Use only one or two lines excerpted from each article.
- At Tab #3, "Contact Us": Should Bob Sorge's email and phone also be there?
- At Tab #4, "Share Memories:" Committee members can add memories now.
- At Tab #5, "History and Details:" Rick will ask Danielle, at Montgomery and Associates, to forward the new poster to Mark, to replace the outdated poster.
- At Tab #6, "Our Goal:" The carp-o-meter will be added and regularly updated. Laurine will email Danielle the draft carp-o-meter that the committee reviewed. Then Danielle will email the new version to Mark, so he can add it to the website.

Future Steps: Use the website for viewing with potential large contributors. When the campaign goes community-wide, invite the public through a newspaper article to view the website to add their memories and contribute to fundraising effort. Consider re-hanging the two banners that feature the website address. **Question:** will there be a large carp at the park and Village Hall, which will also get updated fundraising totals?

4. Poster: Rick will contact Danielle, from Montgomery and Associates, to request that she forward the new poster to Mark, to be loaded on the lake website.

5. Review of Previous Action Items:

- a. Permanent Recognition: The Committee needs to decide how the specific levels of contributions will be recognized: list of names in the paper, on the website or on a sign, naming a large or small component and/or thank you cards.
- b. Alumni contact list is being created:
 - Herb is working on identifying who keeps the names and addresses from each class.
 - All members can help by gathering names and addresses, phone and email if available, from the person who plans their class reunion.
 - Lena, Joe and Becky offered to help with database management and entering names in the alumni, resident and business database.

- c. Mark will update the website on a regular basis and help to coordinate the lake website with others, including Belleville Chamber and Green County.
- d. Possibly create a carp-o-meter at Village Hall and maybe in Community Park, updating totals similar to what will be done on the lake website.

6. Next Meeting: Thursday, November 11, 7:00, Village Hall.

Respectfully submitted: Laurine Lusk