

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

Members present: Rick Francois, Terry Kringle, Herb Blaser, Lena Funseth, Mike O'Connor, Laurine Lusk. Also present: Bob Sorge. **Members Absent:** Joe Donlin, Brad Peterson, Mark Dryhaug, Deb Watterson.

1. Update on Village Board decisions:

- Terry reported that at the October 4 meeting, the Village Board changed the order of the restoration project priorities and added two new projects: west-lake dredging and bathrooms.
- A fundraising member reported that some Lake Committee members do not want the expanded plan and do not want the Village Board to approve the 2nd canoe path that a contributor requested and offered to fund - 100%.
- Terry researched the cost of dredging added by the expanded plan and reported that at the next Village Board meeting, the board will likely match this amount for the west-lake dredging.

2. Prospect review:

- Committee members reported on contacts made to business representatives and individuals. More visits are being scheduled, to be completed by the end of October.
- Two of the larger businesses are requesting a presentation, to help in their decision making process. The video on the lake website may address that need, along with the poster and flier.

3. Discussion of materials for meetings with prospects:

- Bob is working on the final version of the flier, with changes in the committee member list and projects listed. He will forward the flier and poster to be posted on the website.
- Mark will be asked to modify the website, keeping the current website live while constructing the newer version and sharing a link so that committee members can view it and offer additional edits.
- Laurine will forward the contribution forms to Mike.
- The Village Board will finalize decision about permanent recognition. Don Sullivan will attend the next meeting to discuss the option of bricks with contributor names.

4. Review of Previous Action Items:

- a. 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. Committee needs to decide whether to enter Pepsi Contest and who to lead the effort. The timeline would be to enter data in October, submit November 1, and compete in December. The contest is not planned to run in 2011.

- d. Brad will find out if there is a way to keep articles in the same area of the paper, same font or color, etc. Committee members need to review the new list that Becky forwarded via email (see attached) and have a point person to work with Brad to ensure ongoing articles.
 - e. Mark will update the website on a regular basis and help to coordinate the lake website with others, including Belleville Chamber and Green County.
 - f. Rick will finalize the list of concerns and responses. These may be used for training purposes and could be listed on the lake website.
 - g. Laurine and Mark will work on incorporating the committee's changes to the website, to make the focus fundraising.
 - h. The larger flier will be edited and printed.
 - i. The poster will be edited and printed.
 - j. We will maintain up-to-date information about the amount raised and what is still needed in order to meet the \$4 million goal. Possibly post on the website, at Village Hall and maybe in Community Park.
4. The next meeting is **Thursday, October 14, 7:00 p.m.**, at Village Hall.

Respectfully Submitted: Laurine Lusk