

Village of Belleville
Fund Raising Committee for Lake
Minutes

July 22, 2010, 7:00 p.m.

Members Present: Rick Francois, Terry Kringle, Herb Blazer, Mike O'Connor, and Laurine Lusk. Bob Sorge, Madison Community Foundation, participated by phone.

1. Old Business

- a. Fund raising goal:
 - i. The goal of \$4,000,000 will include lake restoration and related projects prioritized by the Lake Committee and Village Board. \$2.3 Million was already gathered or pledged, and \$1.7 Million is still needed.
 - ii. Descriptions of related projects will be developed for use in written materials. Rick will talk with Tim Scott and representatives at Rutabaga to gather description of the Kayak Run. Rick will ask Rutabaga about contributing.
- b. Gift prospects: April provided a list of residents and Terry gathered a list of businesses.
 - i. Committee members are asked to contribute a stretch gift to the lake fund by August.
 - ii. When materials are ready, the larger potential contributors and businesses will be approached with a hope of obtaining pledges for over 1/2 of funds needed. Following that effort, the broad-based campaign will begin. Terry, Rick and Bob will work out the amounts to be requested from larger contributors and businesses.
- c. Gift pyramid: Rick and Bob will meet July 28, 9:00 a.m., Village Hall, to work out the gift pyramid. (How many donations are needed at which levels to reach the goal).
- d. Naming opportunities: Rather than "levels" we may consider one level being used to identify contributors (possibly \$1000) and naming opportunities for key projects. Terry and Rick will identify parts of the lake and related projects that could be available for naming.
- e. Campaign materials:
 - i. Flier: Two versions of the flier will be developed because a decision was made to not fund raise at the Community Picnic. The Community Picnic flier is a top priority and needs to go to the printer next week. The first will have 3 panels and the second flier will have 4 panels, with the 4th panel being a tear off to use when contributing. The second flier will be used at UFO days, October 30th, and in future mailings.
 - ii. Work group: Laurine will ask Jean Kringle, Deb Watterson, and Rosemary Gall to join her in developing materials that Bob and the Committee to review. Materials will include: editing the MCF draft flier, letter to potential donors and alumni, and website content. All materials will include instructions to make checks payable to: MCF/Lake Belle View Fund. Laurine will review draft materials with Bob, 10:00 a.m., Village Hall
- f. Pepsi grant – reapply: Laurine will contact Pepsi to learn whether Pepsi maintained the previous application, so reapplying would be simplified. Reapplication should be for the \$50,000 category and should take place when school is in session, so more will vote.
- g. Ribbon cutting ceremony: Discussions are taking place with dignitaries. The ceremony may be rescheduled for mid-afternoon, or there may be two ceremonies on Friday, August 6th.
- h. Endowment: (not discussed)
- i. Sources of funding: (not discussed)

- j. Progress thermometer:
 - i. “Disappearing carp” concept was discussed and Bob advised to list only broad categories of funds already obtained or pledged. (Could different colors be used for each category?) Terry and Rick will finalize the carp design.
 - ii. The Carp may be posted in the Village Hall window, in the Community Park and on the website.
 - iii. As contributions are secured, this information will need to be updated on at least a weekly basis, so the “donations” category will need to be designed to allow for these changes. This is the only place the public will see changing dollar amounts.
- k. Next meeting date: **Thursday, July 29**, 7:00 p.m. Village Hall (and subsequent 2 Thursdays)

2. New Business

- a. Committee assignments and roles: Assignments remain the same. Roles: Secretary will get minutes to Julie, to be emailed and mailed from Village Hall. All contributions should go through MCF. MCF will send thank you’s. In-kind contributions should also be reported to MCF for recognition: web support, printing, bowling ally, etc.
- b. Lake website and other electronic sites: Mark Dyrhaug volunteered to help change the Lake Belle View website (lakebelleview.com) to have a main focus on fund raising. This website will include a “donate now” button to take people directly to the MCF website, Belleville account. Other materials being drafted can be used for updating the website, and the website address will be included in all materials.
- c. Establishment of a timeline:
 - i. Pledges can be given at one time or over several years.
 - ii. Because the Village committed to the Expanded Plan, the contractor is now aware of the extent of dredging in the North Channel and the earlier deadline of December is no longer relevant. The lake will be refilled in the summer of 2011, so that is the deadline for lake and park restoration, and the funding necessary to complete these projects. However, the pedestrian bridge can be built later, using funds that are pledged for later.
 - iii. It is important to not rush the campaign or to cause key prospects to feel pressured.
 - iv. **Decision:** The committee will fundraise for one year, officially launching this effort at the August Community Picnic and celebrating a successful campaign at next year’s Community Picnic.

Respectfully submitted: Laurine Lusk