

**Lake Belle View Restoration – Fundraising Committee Meeting  
July 29, 2010**

Members present: Rick Francois, Terry Kringle, Joe Donlin, Herb Blaser, Mike O’Connor, and Laurine Lusk. Also present: fundraising consultant Bob Sorge, from the Madison Community Foundation.

**1. New Business**

**a. Monetary goal:**

- i. Before the monetary goal can be final, we must know the cost of the restoration project, tax dollars raised, dollars spent and remaining, grants pledged and received, contributions pledged and received, and the Village’s plan to borrow (if needed).
- ii. Terry will work with others to determine final understanding of the financial goal, based on: the full cost of the restoration project, minus the funds already received or pledged, and the funds still needed.
- iii. The Wisconsin State Journal plans to publish an article in Sunday’s paper. The reporter needs accurate figures for the dollars raised and the monetary goal. Terry and Rick will finalize these figures. Terry or April will contact the reporter.
- iv. April received an email from Tryg Knutson, from Senator Erpenbach’s office, asking for a “status sheet” that reports funds raised and the monetary goal. Terry will provide the monetary decisions to April.

**b. Gift pyramid:**

- i. Bob provided a draft of the “Lake Belle View Gift Pyramid,” with separate giving categories. Issues that must be considered when developing the pyramid are: the financial goal of the campaign, expectations regarding the giving capacity of individuals and businesses, and expectations regarding the number of gifts that may fill the various size/categories on the list.
- ii. It was explained that before the pyramid can be developed, we must know the fundraising goal and firm up our understanding of giving capacity (individuals and businesses).
- iii. When considering capacity, we should remember that individuals and businesses may contribute over a 3-year period.

**c. Gift prospects:**

- i. Terry will work with others to develop a database that includes all area residents (Belleville, Montrose, Exeter, Brooklyn, and Primrose). Businesses will also be listed, either as part of this one database or as a separate database.
  - a. Terry handed out a list of businesses.
  - b. Bob provided a list of around 50 names to Terry, developed from conversations in previous meetings. These should be added to lists.
  - c. Joe suggested additional names for the business list, including: Trek (Sara is works in marketing), Duluth Trading (the Shleck’s), LW Allen, Ichabod and Rutabaga.
  - d. Becky Olson, previous director of Upper Sugar River Watershed Project, is employed by Montgomery and Associates, and Montgomery has offered that she assist at their firm’s expense. She may have database experience.
  - e. Could Becky Olson approach Trout Unlimited and Ducks Unlimited?
  - f. Is there a list of contributors and amounts given from the past campaign?

- ii. Committee members will receive a copy of these final lists and the final monetary goal, and then help to complete the gift pyramid.
- iii. Citizen Concerns: Committee members and Village staff need to convey accurate and consistent messages, and also be enthusiastic about the fundraising campaign. Citizens have expressed concerns about: width of the footbridge, how much dredging will be done, and whether the weeds will be gone after construction is completed.
  - a. Committee members will provide Rick a list of concerns expressed by citizens. Then key concerns will be researched and responded to. There will be one point person from the Village identified to follow up on citizen concerns by researching and then providing accurate information.
  - b. Bob and Rick will develop a general/short response that committee members can use when area residents share questions or concerns. This will help ensure that the point person has the role to respond appropriately, relieving the committee member of that responsibility.

**d. Naming opportunities:**

- i. Segments of the Restoration Project that could be named include: the pedestrian footbridge, the berm and a nature trail (if that is added to the final plan.)
- ii. Decision: There should be only one name on each segment of the project, so a contributor would need to provide 100% funding of the segment.

**e. Campaign materials:** Materials need to convey an accurate message. The message within materials (flier, posters, website) needs to be consistent, including text, pictures and format, so people will be more likely to understand and recognize the message. Bob asked planners to determine whether there will be swimming in the Lake.

- ii. From a fundraising standpoint, contributions may increase if swimming provided a recreational benefit to more people. A theme should be developed to inspire people. For example: *A Crystal Clear Vision*.
- iii. Flier: Committee members reviewed the current draft and provided additional suggestions. Bob will edit the draft and bring the next version back to the committee before printing. This process will not be completed in time to distribute the flier at the community picnic.
- iv. Poster: The poster that Montgomery staff developed will be edited, so it can be distributed at the picnic. Some of the edits will be modeled the flier, to provide a consistent message and format. To save time, Bob may request the poster and make copies.
- v. Rick may work with Ed and Margaret, to create a large sign with the monetary goal and amount received or pledged so far. If this can be available by the picnic, the carp would not need to be on the poster.
- vi. (Note: The materials workgroup has been drafting changes for the lakebelleview.com website, for committee review. The flier and poster are a priority, in preparation for the picnic, so the website was not discussed at this meeting.)

**f. Pepsi grant** – (not discussed)

**g. Ribbon cutting ceremony and Community Picnic:**

- i. *Overall goal:* launch the fundraising campaign and build enthusiasm for the project.
- ii. Two ceremonies are being planned. At around 1:00 dignitaries and the media will be present. April is planning this with help from Executive Falk's press secretary and Senator Erpenbach's office. At 7:00 the community will participate in a second event.

- iii. Rick will plan with April to ensure that dirt is available for the shoveling by dignitaries.
- iv. Rick will arrange for a microphone. There will likely be 2-3 speakers representing the Village: Joe may talk about past and present planning and everyone's efforts to create the present plan. Rick may talk about fun experience in the past and future, stir enthusiasm for the fundraising campaign, and explain that this is a one year campaign that ends at next year's community picnic. Any other speaker from the Village?
- v. Bob will work with April to finalize changes to the poster. Rick will get copies of the poster printed, to be used as a handout.
- vi. Rick will request volunteers at the tent. Times needed are before fireworks and before chicken dinner. *Tent Objectives*: provide information, get names, email and mailing addresses of people who want future information about the project and fundraising, and get names of volunteers.
- vii. Terry reported that the contract with Advanced has not yet been signed. However, Rick spoke with Mike and equipment will be in place, so people at the picnic will assume that construction is moving forward.
- viii. Announce major donors, if possible.

**Next meeting, Thursday, August 5, 4:00 pm.** (note that meeting time has been changed)

Respectfully submitted, Laurine Lusk