

Lake Belle View Restoration – Fundraising Committee Minutes
August 12, 2010

Members present: Rick Francois, Terry Kringle, Joe Donlin, Herb Blaser, Mike O'Connor, and Laurine Lusk. Also present: Bob Sorge, MCF.

1. Community Picnic follow-up:

- a. **Attendance:** Around 2000 people attended the picnic. 1500 brochures were printed and ½ of these were distributed (this appears to be 1/family). Many positive comments were made by residents. Both ribbon cutting ceremonies were well attended with around 35-40.
- b. **Volunteers and Positive Comments:** Laurine will get names from April of 2 people who signed the volunteer list. Rick or Terry will highlight the database list, noting that Bob Kammus showed interest in the project. Rosemary's family may have interest as well.
- c. **Press Coverage:** Channel 3 and 27 provided only short ribbon cutting coverage. Brad agreed to review all press coverage to ensure that figures are accurate before we further publicize these articles or videos. Laurine will ask Brad if he can get full copies of the speeches and interviews of Co. Exec. Kathleen Falk, DNR Sec. Matt Frank, Sen. Jon Erpenbach, and Lake Committee Chair Joe Donlin. If needed, Rick will get these transcribed.

2. Miscellaneous:

- a. **Credit card rate/EFT/minimums:** MCF's credit card rate is around 4%. Joe reported that the Vanco rate varied, with some cards being at 2.5%. Bob will recheck the MCF rates.
- b. **Materials: flier, poster, website, publicity:** Consistent, accurate messages are needed.
 - The poster and expanded flier should be ready by UFO days, October 30. This will give time for decisions about construction in the northwestern bay. A meeting to discuss this request was held Friday, Aug. 5, the feasibility study agreement was signed yesterday, and a recommendation is expected by the end of August. The Village Board will discuss engineer recommendations at their Sept. 7 meeting.
 - The website is getting regular updates from Mark. Larger changes will be made before UFO days. Pictures from the ribbon cutting are now on the main landing page. A new tab was created for people to post memories. Laurine will ask Mark to add comments from the Pepsi contest (with notes regarding their origin).
 - Green County Economic Development Representatives agreed to add a "donate now" button on the Green County website. When the campaign is ready for broad donations, Laurine and Mark will ensure that all websites are coordinated, including: lakebelleview.com, Belleville chamber, and Green County.
 - Laurine will ask Brad if he would write regular short articles to maintain interest in lake restoration. For example, articles may encourage people to visit the website and contribute their memories, consider opportunities for naming rights, and vote in Pepsi Contest (if we re-enter).
- c. **Approval process for naming opportunities:** Terry will discuss naming rights with the Village Board Members, at their Sept 7 meeting, and report back their preference regarding:
 - whether a portion of the construction can be named after a contributor,
 - if naming opportunities are offered, which parts of the construction can be named (pedestrian bridge, berm, kayak run, walking trail), and
 - the amount (i.e. \$250,000) or the percentage of cost that must be contributed.

- d. **Donor recognition:** At our next meeting, Bob will discuss donor recognition, including levels from which recognition will be made and the associated costs.
- e. **Becky Olson's time:** Laurine will ask Becky if she will join the Fundraising Committee. Laurine will ask April how to request Montgomery support, so Becky may begin to use the hours Montgomery and Associates offered. Becky may be asked to gather addresses for the database Terry is building, including individual addresses that are missing and addresses from environmental groups that Becky has worked with. Becky may be able to use her connections with representatives from Trout Unlimited, Rutabaga (paddle shop) and other potential donors benefit our fundraising effort.
- f. **Pollution trading:** Laurine will ask April to talk with Montgomery staff about possible government credits from restoration work benefiting communities downstream. Laurine will ask Becky about her knowledge of pollution trading.
- g. **Pepsi grant discussion:** If we re-entered the contest, the "neighborhood" category may increase our chances of winning \$50,000. The new database could be used, with regular emails sent and newspaper articles encouraging people to vote. Committee members will consider the cost/benefit ratio to make a decision at our next meeting. Issues to consider are: time needed to re-enter, who should be the project sponsor (MCF or an individual), the month-long effort to encourage others to vote, potential contributors thinking they have already helped the effort by merely voting, and the risk that people may feel bothered by emails and other contacts asking them to vote. Decision next meeting.

3. Database additions: Terry is combining databases and removing duplicates. Handwritten lists of prospects that have been discussed in meetings will be cross-checked to ensure that they are included. Members should circle names of people who attended ribbon cutting ceremonies or who made positive comments about restoration.

4. Review pyramid and Additional Next Steps:

- Next week, members will identify the top 100 prospects, to be used in the pyramid.
- In two weeks, members will finalize the gift pyramid, with prospect names added.
- Members will contribution before asking others.
- In September, 50-60 prospects will be approached via meetings or phone calls. Bob will arrange for Boris Frank to provide training for 2-3 committee members who will approach top prospects for donations. Boris is a resident of Paoli and a member of Friends of the Vilas Zoo.
- In October, the broader campaign will begin, which will include fliers and letters sent to residents and alumni.

5. Minutes review for follow-ups: At the beginning of each meeting Laurine will quickly review past minutes and check in with committee members on projects that are in progress.

6. Committee member orientation meeting: Sept 2, at 7:00. Rick will furnish refreshments. Agenda will include: introductions, history of project, current status of project(s), presentation of financial information, campaign goal, campaign best practices, expectations of committee members and possible campaign roles, (tentative) Boris Frank/fundraising consultant, Q & A, future schedule set. Members who haven't attended previous meetings will be contacted to discuss their interest. Everyone will be strongly encouraged to attend, so we are well-informed and able to communicate a consistent message. Members will be asked to bring their calendars and a future meeting schedule will be set.

7. Next meeting: Thursday, August 18, 7:00 p.m., Village Hall.

Respectfully Submitted: Laurine Lusk