

**Village of Belleville**  
**Minutes - Fund Raising Committee for Lake**  
August 19, 2010, 7:00 p.m., Village Hall

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

**1. Old Business**

- a. **Gift prospects:** Individuals and businesses continue to be suggested and added to the list of prospects. All members will review the list and come to the next meeting ready to begin work on the gift pyramid. Lena offered to help with mail merges and database work, in preparation for future mailings.
- b. **Gift pyramid:** Next meeting members will begin putting names into the pyramid.
- c. **Naming opportunities approval process:** The Village Board discussed this at their last meeting and board members approved of moving forward on determining the list of naming opportunities and the size of contributions needed.
- d. **Campaign materials:**
  - The poster is waiting for final decision regarding NW bay.
  - The expanded version of the flier will be printed later, for the early November broad appeal.
  - Thank You notes will be printed and mailed to all contributors. Lena will contact Belleville printing to get a quote on 1000 or on an amount that makes sense given the cost breaks offered.
- e. **Pepsi grant:** Laurine will find out if Pepsi Contest will end in 2010 or continue. If we reenter it should be after the broad appeal has been launched late Oct/early Nov. The new entry may use the category of "community" and will be in a different money category of \$5,000, \$25,000, or \$50,000. To compete in December 2010 this new entry would need to be developed and posted in October, in order to be submitted November 1. All PR would need to stress that voting does not constitute a contribution to the fundraising campaign. The website and database may increase our chance of success. However, this will require a commitment of time.
- f. **Endowment fund:** not discussed.
- g. **Follow up on previous minutes/assignments:** Past minutes were reviewed and tasks that still need completion were noted. Tasks will be monitored each week until completion.
- h. **Database additions-Graduate mailings:** Herb will find who in each class helps to organize reunions and therefore may have their class list, and contact them to get the lists. The lists should have name, address, phone number and when possible email addresses. Lena will help type lists into the database and Joe can help if lists can be scanned and converted for compatibility. All members should get contact-people or class lists with addresses to Herb.
- i. **Committee orientation meeting:** Invitations for the meeting on Sept 2 were distributed, and will be emailed or mailed to members not present. Rick and Laurine will begin a list of questions/answers that can be used on website and at the orientation meeting, so fundraisers are prepared if these questions arise.

- j. **Campaign Levels of Contribution Recognition:** Besides naming rights, the following were discussed as possible options: tiles or bricks for a patio (hoping that the bricks and installation labor will be donated), plaque or a long bench with names in the park, listing all contributors on the website (in-kind and financial contributors). By mid-September decisions are needed regarding how specific levels will be recognized.
  - k. **Becky Olson's time:** Laurine contacted Becky and learned that Becky will help with our fundraising committee's database development and she will contribute her list of environmental groups. Becky offered to make fundraising contacts with groups she is familiar with and she will help in the future when volunteers are in need of educational support. Becky also offered to pull together a presentation to show to conservation groups and she forwarded a database of conservation groups to Terry. Becky can provide up to 5 hours/week as a donation from Montgomery and Associates.
2. **New business: Follow-up**
- a. **Village Board comments on naming opportunities:** The Village Board discussed this at their last meeting and board members approved of moving forward on determining the list of naming opportunities and the size of contributions needed.
  - b. **Newspaper articles for weekly coverage:** Brad asked that the committee provide suggestions for regular articles. Brad will be asked if there are ways for these to be easily noticed, such as articles placed in the same area of the newspaper, a specific font, or a logo such as a heron picture. **Articles discussed were:** naming opportunities, Questions and Answers, fundraising progress, suggestion to go to the website to contribute or view new postings, Pepsi Contest (if we pursue that again).
  - c. **Credit card costs:** Bob explained that MCF can process contributions made by credit card for an average of 1.7% cost.
  - d. **Next meeting:** Thursday, August, 26, 7:00 at Village Hall
  - e. **Other important dates to mark your calendar:**  
Sept 2, 7:00 Orientation meeting & September 9, 7:00 Training Session

Respectfully Submitted: Laurine Lusk