

DRAFT
Town of Heath
Meeting Minutes
Community Hall Windows Fundraising Committee
January 12, 2024 via Zoom

9:00 a.m. The meeting was called to order by Bob Gruen.

Members present: Jan Carr, Bob Gruen, Karen Brooks, Gloria Fisher. Also present Elissa Viarengo, Select Board representative, and Members at Large Suzanne Hannay and Jean Gran.

Review Agenda: Website presence added.

Minutes: On a motion by Gloria and seconded by Karen, the minutes of the December 29, 2023, meeting were approved as amended.

Select Board Representative Report

- Online Payment – The town clerk has an unused Unipay account, which she kindly offered for the committee's use. It will cost \$12.95/month. Discussion re: how to use the online payment system. It was noted that the committee can't use PayPal nor Go Fund Me.
- Turnover Sheets – Elissa has received the first turnover sheet from the town coordinator in the amount of \$625. This, in combination with the \$180 raised earlier, totals \$805 raised to date. The name of the account is Community Hall Donations. Members of the committee were concerned that this name doesn't provide the segregation of accounts that is mandated by the grant and suggested the name be changed to the Community Hall Windows Restoration Fund. According to the town coordinator, the name will remain as is and won't be changed. Elissa will provide names and addresses of the donors to the committee.
- Thank you letter - The committee would like to know what the thank you letter says and who will be signing it. The Select Board will sign the letter; Elissa will send out a copy of the letter. Discussed that this is another marketing tool as is every contact with the public.

Flyer for Inclusion in Street Listing

After discussion, the committee suggested removing the November 1, 2024, deadline that was added to the flyer. Everyone thought the other changes to the flyer were acceptable. Discussed the timelines in the grant. There are a number of steps that need to be taken before the grant monies are released so the deadline was backed up to accommodate this. The committee will clarify the date and it will be included in the fundraising letter and on the website. It was noted that the original flyer approved by the committee did not contain a date. Gloria moved and Kaaren seconded a motion to send the amended flyer to the town clerk for inclusion in her mailing. Vote was unanimous.

Thank You Note – the committee will send out a personal thank you on notecards designed by Jan. Gloria will write a draft message.

Questions Needing Answers for Potential Donors

1. What if we don't raise the \$17,000? An anonymous donor said they would provide any shortfall. Also, the town may supply any missing funds.
2. Why isn't the town providing the matching funds? This fundraising campaign is an effort to get the windows replaced as soon as possible.
3. Are storm windows part of the grant proposal? Yes.
4. What if more than \$17,000 is raised; what will happen to the excess? Any excess money raised will be spent on other parts of Community Hall that need updating.

5. Is \$34,000 going to be enough money? Based on previous estimates and with inflation factored in, the Select Board believes this will be enough to complete the project.

Next Meeting

The next meeting will be held Wednesday, January 24, 2024, 9-10:30 a.m.

Other Business

It was suggested that we ask the Franklin County House of Correction if inmates will be available to paint the Community Hall.

Web Presence

It was noted that it would benefit our fundraising if there could be a mention and a link on the town's homepage. Elissa will contact Pat McGahan, web administrator. A blurb explaining what we're doing would be helpful on the committee's page. Jean said she would design a flyer for the bulletin boards. More discussion of our web presence will be added to the next agenda.

10:35 a.m. Karen moved to adjourn; Jan seconded. The vote was unanimous.

Submitted by Gloria Fisher