

**Town of Heath
Community Hall Windows Fundraising Committee Minutes
January 24, 2024 via Zoom**

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

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

Review Agenda: Jean's artwork and thank-you notes added.

Minutes: *On a motion by Gloria and seconded by Bob, the minutes of the January 12, 2024 meeting were approved as amended.*

Select Board Representative Report

Online Payment – Ongoing discussion of utilization of Unipay and account designation.

Elissa will provide donor names and addresses to the committee.

Once we have raised the match, bid process will begin. Match can include paid invoices for completed work.

To check - can the charge be amended to reflect a later date?

Along with the banner, on the home page, we need more information on the committee's page.

Bob asked Elissa to check with Hilma if Gloria can work with Pat on webpage content.

Recorder Article

Hold-off for the time being. Wait for fundraising letter and a web presence. We need to be able to say, "for more info, contact..." Bob will set up a gmail account such as heathCHwindows@gmail.com.

We will wait on the Recorder for webpage update, gmail address, Jean's poster and fundraising chart.

Updating Other Ideas for Fundraising

Discussed Karen's email re use of Federated Church for concert with a piano for Barbara Gordon's son.

Barry Fitzpatrick has told the Heath Historical Society that he will do a concert for them.

Discussed Center of Town event - would bring awareness to Community Hall project, be fun and raise money.

Silent Auction, tag sale, food, square dances.

Elsa Bakalar had donated her design services; someone else had donated a pie a month for a year, as examples for items for a silent auction.

There are two ways of looking at events – return on investment vs marketing value. Everytime we do an event, we are advertising by visibility. Raise awareness, not just money.

Checkout online bidding platform used by the Academy (Jan). Also, Auction Ninja.

Ideas for Publicly Showing Progress

Bob Bourke's thermometer used for Veterans' Project has disappeared in Colrain.

Jean's window chart, either single window with horizontal indicator line or ten windows with a pane of glass filled in for every \$100.00 raised.

Gloria moved to accept Jean's poster to be sent to SB for approval; Jan seconded. Unanimously approved.

Mary Sumner may have laminator for outdoor posters and the Community Hall has the glass-door bulletin board.

Other Business

Suzanne was appointed by the SB to replace Jean Gran. Suzanne wishes to remain at Large and will write to the SB declining her appointment but continuing with her involvement.

Samples of publicity for next meeting. Will discuss fundraising letter. Gloria to work draft message for thank-you notecards, hand-written and signed by all on committee. Think of anything else to add to the agenda.

The next meeting will be held on Friday, February 2, 2024, at 9:00.

10:15 a.m. Gloria moved to adjourn; Bob seconded. Unanimously approved.

Submitted by Jan Carr