I. September 22, 2021

II. Development Committee

III. Sara White, Chair (2021), Lindsay Hansen-Brown (2021), Steve Landstreet (2021), Terry Lewis (2021), Matthew Vest (2021), Susannah Cleveland (ex-officio), Elizabeth Hille Cribbs (ex-officio), Tracey Rudnick (ex-officio), Liza Vick (ex-officio)

IV. Elizabeth Hille Cribbs and Sara White have updated and revised the Endowment Policy document to reflect the Board’s decision to lower the donation requirement to $25,000 from the previous $50,000 minimum. We will change the effective date of this policy statement once the Board approves our changes to the document.

V. Sara White discussed Diversity Scholarship scenarios with Liza Vick and Elizabeth Hille Cribb to determine how to grow funds in the best possible way. Through Elizabeth’s very thorough spreadsheet, we have options to potentially grow the scholarship into multiple awards.

The Paraprofessional Public Librarian Travel Grant page of the website has been modified to make it more accessible for applicants to apply for this grant. These modifications are similar to the Kevin Freeman Travel Grant page, and also explain what the grant is for potential donors. Chris Durman reached out to Sara White about these modifications.

Submitted by Sara White

I. September 20, 2021

II. Marketing Subcommittee

III. Members


IV. Board Action Required

Request approval to run a trial online action using Bidding Owl before the 2022 Annual Meeting.

V. Brief Summary of Activities

- Membership
  - The Subcommittee is currently seeking one or two new members. Hickner is contacting MLA members who were suggested by the Subcommittee.
  - Café Press
o No merchandise has been sold at Café Press since the last report.

- Bonfire
  o MLA’s 2021 campaign ended at the close of the Annual Meeting.
  o The campaign brought in more money than the Café Press shop (in merchandise royalties and direct donations), and we’d like to offer another campaign at the 2022 Annual Meeting.
  o After a second campaign, we may find that Bonfire currently fits our needs better than Café Press.

- Bidding Owl
  o The Subcommittee would still like to try Bidding Owl at Salt Lake City.
  o In addition to digital gift cards, the site can also handle bidding on physical items and accept direct donations.
  o This would not replace the Silent Auction tables at the meeting, but would allow additional virtual opportunities to place bids on items.
  o To avoid a train wreck at SLC, we like to have a limited trial run of Bidding Owl, perhaps on Giving Tuesday offering virtual gift cards donated by members.
  o Our fees would be 5% to Bidding Owl (only on merchandise, not on direct donations) and then the resulting cc charges.

- Socks
  o We would love to offer socks! Neither Café Press nor Bonfire have that particular item available. The Subcommittee is considering options.

Submitted by Paula Hickner