Caledon Public Library Board
Advocacy and Fundraising
Committee Meeting
Monday, September 11, 2023
6 PM

MINUTES

Present: Laura Brady (Committee Chair); Scott Goodison; Tina Liscio; Tony Maxwell

Staff: Colleen Lipp – CEO | Chief Librarian; Mary Maw – Manager, Communications and Community Development; Roop Sandhu – Director, Corporate Services and Projects

This meeting was conducted electronically

1. **The Committee Chair called the meeting to order at 6:08 PM**
2. **Apologies for non-attendance:** None.
3. **Approval of the Agenda**
   Motion: That the Caledon Public Library Advocacy and Fundraising Committee approve the agenda
   Moved: Scott Goodison **Seconded:** Tony Maxwell
   Carried.
4. **Disclosure of pecuniary interest:** None
5. **Notes and minutes of previous meetings.**
   a. **June 5, 2023**
      Motion: That the Caledon Public Library Advocacy and Fundraising Committee receive the minutes of the meeting held on June 5, 2023.
      Moved: Scott Goodison **Seconded:** Tony Maxwell
      Carried.
6. **Items arising from the Minutes:** None.
7. **Advocacy and Fundraising Documents**
   a. **Ontario Library Association (OLA) Advocacy Toolkit**
      Motion: That the Caledon Public Library Advocacy and Fundraising Committee receive the OLA Advocacy Toolkit
      Moved: Scott Goodison **Seconded:** Tony Maxwell
      Carried.

b. Advocacy Work Plan

C. Lipp provided an overview of the Advocacy Work Plan, prompting a discussion of opportunities to speak to community groups, board attendance at the 2024 OLA Super Conference and advocacy related to the 2024 budget process. Board representation at the Mayor's Business Breakfast on October 11th was also raised, with Scott Goodison, Laura Brady and Tony Maxwell indicating their desire to attend.

Motion: That the Caledon Public Library Advocacy and Fundraising Committee receive the revised Advocacy Work Plan

Moved: Tony Maxwell **Seconded:** Tina Liscio

Carried.

c. Fundraising Work Plan

M. Maw shared highlights of the Fundraising Work Plan, noting plans to schedule some small fundraising events in the final quarter of 2023 and the need for legal advice prior to finalizing and launching CPL's planned giving program.

Motion: That the Caledon Public Library Advocacy and Fundraising Committee receive the revised Fundraising Work Plan

Moved: Tony Maxwell **Seconded:** Scott Goodison

Carried.

8. Advocacy and Fundraising Opportunities for Discussion

a. Relationship Building with Council

The messaging shared at the previous meeting of the full Board was reiterated, noting the importance of first building relationships with members of Council and having a presence at Town and/or Library events.

b. Confirmation of Key Board Messaging

It was suggested that the templates for crafting a value statement and developing an elevator pitch, provided with the OLA Advocacy Toolkit, be used in developing consistent messaging to be shared with all members of the Board. Committee members were asked to consider these templates in preparation for a related discussion at the December meeting.

9. New Business: None.

10. Next meeting – Monday, December 11, 2023, 6 PM

11. Adjournment

Motion: That the meeting adjourn.

Moved: Tony Maxwell **Seconded:** Scott Goodison

Carried.

The meeting adjourned at 7:29 PM