

Jacob Edwards Library (JEL) Chess Park Committee Meeting Minutes
Thursday, September 19, 2024 – 5:30 PM - 6:30 PM
JEL Pioppi Room

1. Review of August Minutes:

- August minutes were reviewed and approved.

2. Updates:

- **FOJEL 501(c) Application:**
 - The 501(c) application has been submitted to the IRS. The group will follow up with the CPA in October for updates.
- **Liability Insurance:**
 - The town manager confirmed that liability insurance is not an issue since the project is on town property.
- **Time Line Update:**
 - Construction documents are expected in October.
 - The group will attend the October Planning Committee meeting to provide a progress update.
 - A detailed timeline for the project, including fundraising milestones, needs to be developed.

3. Budget Development:

- **Budget Template:**
 - The group reviewed the budget. The only remaining items to be added are costs for public relations and any additional expenses from the construction documents.
- **Fundraising Goals:**
 - The committee set a fundraising goal of \$500,000, which is higher than the initial budget estimates to cover potential contingencies and additional amenities.

4. Fundraising:

- **Presentation Template:**
 - A donor presentation, possibly in the form of a PowerPoint, will be created to pitch the project to potential donors. Joe has a PowerPoint started that will be shared with the committee.

- **List of Potential Donors:**

- A list of potential donors is being compiled, including individuals, corporations, and celebrities.

- **Grant Applications:**

- The group will explore potential grant opportunities once the 501(c) status is confirmed.

5. PR (Public Relations):

- The committee emphasized the need to establish an online presence, including a website, social media accounts, and promotional materials to attract donors and increase awareness of the project.
- The group discussed the need to develop an elevator pitch to help Jacob Edwards Library staff and committee members communicate the goals and benefits of the park to the public.

6. Open Discussion:

- **Volunteer Recruitment:** Need identified to gather additional volunteers to assist with the project and help with potential public relations events.

7. Summary of Next Steps:

- **Action Items:**

- Develop an online presence and public relations materials (website, social media, publications).
- Finalize the list of potential donors.
- Create a donor presentation (PowerPoint) to solicit donations.
- Follow up with the CPA in October regarding the 501(c) status.
- Develop a detailed project timeline, including key fundraising milestones.
- Create an elevator pitch for staff and committee members.
- Recruit additional volunteers.

8. Next Meeting:

- Scheduled for October 17th