



**CITY OF BIRMINGHAM
MUSEUM BOARD
JOINT FUNDRAISING COMMITTEE
MEETING MINUTES
Wednesday, November 5 2014
4:00 PM**

Members Present: Russ Dixon, Marty Logue, Gretchen Maricak, Holly Izbicki, Karen Battersby
Members Absent: None
Administration: Museum Director, Leslie Pielack
Guests: George Stern

Mr. Dixon called the meeting to order at 4:00 PM.

Approval of the Minutes

Minutes of October 1, 2014 were approved by consensus.

New Business

None.

Unfinished Business

The committee reviewed names for the Hill School Bell campaign, and decided on "Help the Historic Hill School Bell Ring Out Again!"

Mr. Dixon suggested that half the \$14,000 remaining to be raised be the focus of the Joint Fundraising Committee, and the other half be the responsibility of the schools. Anne Cron of the Birmingham Public Schools has been in contact with the museum and is planning to take a photo of the bell with children around it. Ms. Battersby offered to contact Ms. Cron to find out more about what the BPS has planned.

The committee discussed several ways the \$7,000 could be raised, including direct mail appeal (roughly 5500 addresses), pails or cans placed strategically around Birmingham, and post card notices. The direct mail appeal was the preferred way of reaching the most important target audience, and a non-profit mailing permit obtained through the Friends would be the most cost effective approach. Ms. Logue will follow up with the Friends about the non-profit mailing option. There is a six week turn around, which would put the timing around early January, 2015. Mr. Dixon will begin to develop a message for a direct mail letter, and committee members will help with its development. The next meeting was set for November 19 at 4:00 p.m.

Miscellaneous Business and Communication

None.

Matters Not on the Agenda

None.

Mr. Dixon adjourned the meeting at 4:51 p.m.