

Minutes from 1/17/18 phone conversation re. fundraising and LRA website sponsorship

Attending: Barb, Bill, Frank, Natalie, Bruce

FUNDRAISING

1. Frank reviewed milfoil expenditures, noting that last year our expenditures were almost as much as our dues/additional donations for the year (~\$17.8K), but that additional costs for the year resulted in a modest net loss of income in our cash account, which, over time, would impact our “cushion” in the Rescue our Lakes fund.
2. Bruce suggested, and all agreed, that ongoing, periodic fundraising should continue throughout the year. These efforts should be non-intrusive, and occasional, such as the annual appeal we did in December.
3. Bruce moved, Bill seconded, and all agreed that fundraising in this manner continue as a board policy. Motion passed
4. Follow-up issues to be discussed in the future: statement of fundraising rationale for public consumption, if needed; minimum amount of “safety net” that should be maintained in the ROL account. Barb will draft

SPONSORSHIP

1. Discussion comparing level of work involved in creating LRA Directory versus LRA website and how to compare Mary Davis doing all in-kind work and VT Properties just writing a check.
2. There was debate about whether a hyperlink to a website constitutes endorsement – Bruce suggested that it does not; most agreed
3. Discussion about how much traffic the website gets and will get – a little or a lot? History indicates not that much. How much exposure VT Properties will get with new site is unclear.
4. Based on prior dealings between LRA and VT Properties, Frank expressed the need, if we contract with VT Properties, to be very careful about clarifying terms and protecting ourselves from inappropriate use of our material. He suggests having legal counsel to review agreement.
5. VT Properties has offered their photography, which is arguably a valuable negotiating point. Barb noted that there is much good photography on the 2 Facebook pages already that we could probably access.
6. Discussion about whether to continue to offer VT Prop sole sponsorship of the website for the time being, what the terms should be, and how and when to open up sponsorship to other entities in town. It was generally agreed that a shorter-term agreement is in order (Bruce, Bill, Frank – 18 months; Barb, Natalie – 2 years), and that concurrent efforts will be made to open future sponsorship up to other Ludlow businesses. Which ones? Agreed to acquire the Ludlow Chamber of Commerce mailing list and send out an invitation letter to support/sponsor LRA.
7. General agreements about what to offer VT Properties include:
 - a. LRA will offer VT Properties sole sponsorship of the website for a reduced term: start with 18 months, negotiate up to 2 years, if necessary
 - b. A reduced term will assume a lesser donation amount, perhaps \$1,500? To be negotiated.

- c. A right-of-first-refusal will not be included; rather an option to re-new will be offered, that will likely include revised terms
 - d. A condition that license to use photography be permanent
8. NEXT STEPS:
- a. All board members, including those on the call, weigh in thoughtfully on these notes ASAP
 - b. Barb contacts Kathy Burns to apprise her of status tomorrow, Thursday
 - c. Bruce contacts Greg Mauriello, general law attorney in Ludlow, about reviewing our letter of agreement. If that is unsuccessful, we need to revisit attorney issue.
 - d. A letter to the Chamber of Commerce to invite support of LRA will be developed in the near future, TBD
 - e. Barb to develop brief rationale statement re. LRA fundraising; parameters to be set probably in a 2018 meeting

Meeting adjourned 8:05 p.m.