

Apr 22, 2026

Library auction meeting

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Attachments  Library auction meeting

Meeting records  Transcript

Summary

Committee planning session established ticketing, donor strategies, and event logistical requirements for the upcoming auction fundraiser.

Event Logistics and Branding

The committee established the venue layout to include barn and garden areas while updating marketing materials. They decided to utilize the Montgomery Trustees email address for all official communications.

Fundraising and Ticket Strategy

Pricing was set to 25 dollars for pre-sale tickets and 30 dollars at the door to incentivize advance purchases. The requirement to be present to win for online raffle participants will be waived.

Donation and Donor Outreach

The team agreed to repurpose specific donations like the \$50 Costco gift certificate for internal event expenses. They initiated outreach plans for potential new donors to expand the auction roster.

Next steps

☐ [Daniel]

- ☐ Research Platforms: Check Give Butter and Zeffy non-profit fundraising platforms; provide comparison breakdown details.
- ☐ Contact John at Snowshoe concerning liquor license access.
- ☐ Send proposal to Bob for the Birchwood event; clarify the financial split arrangements.

☐ [Shana]

- ☐ Ask Steve for 2 season passes as auction donation items.
- ☐ Update Poster: Update the event poster details; emphasize complimentary wine and functional QR code.

☐ [Nicole]

- ☐ Send Letterhead: Send official letterhead template to the Speaker via PDF or Google Doc format.
- ☐ Share Logo: Send logo element for use in documents.
- ☐ Reach out to Ian Boyle about music performance availability for the event.
- ☐ Send out the finalized agenda for next weeks meeting scheduled for Wednesday 1 PM.

☐ [Patty]

- ☐ Reach out to Cindy Weed about music performance availability for the event.
- ☐ Share List: Share the updated document list with Shana again.
- ☐ Gather Venue Specs: Contact Darren regarding venue dimensions, seating capacity, and layout information.
- ☐ Check External Chef: Confirm with Darren and Lynn if bringing an external chef is permitted.
- ☐ Process Costco Donation: Complete Costco donation form for \$50. Use gift certificate funds to purchase items or food.

☐ [Marlene]

- ☐ Plan to give thank you acknowledgment for recent donations received
- ☐ Confirm Catering: Speak with Tosca about donating food services; obtain an update on her status.

Details

- **Meeting Logistics and Agenda Review:** The meeting began with confirmation that audio recording was active for note-taking. The agenda was reviewed, including plans to finalize the poster design and choose the auction name. A critical note was made to include the barn and garden area in the venue description for the auction, as the event is not confined solely to the garden ([00:01:06](#)).
- **Poster Tweaks and Complimentary Drinks Clarification:** A request was made to adjust the poster, specifically changing the event date from Thursday to Friday. A significant discussion point was clarifying the drink offerings: complimentary wine will be provided, but specialty cocktails will be sold via a cash bar ([00:01:06](#)).
- **Emphasis on Complimentary Wine and Signature Cocktails:** It was suggested to make the mention of "complimentary wine" on the poster "bigger, bolder, brighter" to draw attention. They also proposed naming specialty cocktails after literary figures to attract new attendees ([00:02:14](#)).
- **Live Music Options and Ian Boil as a Candidate:** Jacob is unavailable for July 17th but provided suggestions, including Eric Ho and Wendell. Ian Boyle was mentioned as a strong candidate for acoustic, solo live music, as they are locally beloved and their style is not overly loud or distracting ([00:03:07](#)).
- **Acoustic Musician Venue and Logistics:** The porch of the spa was identified as a potential, previously volunteered location for the acoustic musician, such as Ian Boyle, to set up. The bathrooms in that area would be accessible to event attendees, noting that the space is small but manageable for a single performer ([00:05:43](#)).
- **Venue Layout and Poster Updates:** The venue layout was discussed, confirming the presence of a small deck, a patio, and the entrance to the bathroom near the barn ([00:06:25](#)). It was agreed that the poster should mention the bar and the barn in addition to the garden, and the QR code needs to be updated ([00:07:06](#)).

- **Online Fundraising Platform Investigation:** The group discussed the importance of getting the poster out quickly, with the QR code directing to online bidding. Give Butter, a nonprofit website used by IFSA for raffles, was suggested as a platform for setting up fundraisers and raffles ([00:07:48](#)). Daniel will investigate Give Butter and Zephyr, the latter of which waives credit card processing fees for nonprofits ([00:08:44](#)).
- **Official Email Address Management:** They decided to use the "Montgomery Trustees" email address for official communication, ([00:10:37](#)). The possibility of creating a more professional email address (e.g., `trustees@MontgomeryTownLibrary.com`) was mentioned ([00:11:18](#)).
- **Donation Strategy and Repackaging:** A strategy was discussed for requesting donations, including asking Steve for two ski passes this year instead of one, one for promotional activity and one for the live auction ([00:12:47](#)). The idea of repackaging water park passes and other items into themed gift baskets (e.g., a "kids basket" or "water park day" basket) was raised to potentially increase revenue through raffle ticket sales ([00:14:39](#)).
- **Raffle Structure and Logistics:** The group clarified that the event will include in-person bidding, a live auction, and a raffle ([00:17:46](#)). They decided to hold the raffle both online and in person, with people buying tickets and dropping them in buckets at the door ([00:18:33](#)). To maximize reach, the "must be present to win" rule will be waived for online raffle participants ([00:19:35](#)).
- **Nonprofit Status and Letterhead Procurement:** The need for official letterhead was addressed, as several places require donation requests in writing on the library's letterhead ([00:20:27](#)). The requirement to be a 501c3 nonprofit for some donations, such as from King Arthur, was discussed, with the plan to process those requests through the Friends of the Library as done in the past ([00:21:23](#)).
- **Birchwood Event Proposal (Garden Social):** A proposal for a "Garden Social" event at Birchwood in June was discussed, which would act as a precursor to the library auction. The event would feature specialty cocktails, a DJ playlist, and a garden party vibe, potentially utilizing vintage furniture from Crofter's Green ([00:24:39](#)). They decided to send a proposal to Bob, the contact at Birchwood, but Daniel will clarify if Bob intends to split the money, as they assumed it was a donation to the library ([00:29:07](#)).
- **Tapas Dinner, Chef Leadership, and Expense Concerns:** The plan for a "tapas dinner" was discussed, with Tosca suggested as the lead for all food-related logistics, potentially donating their time ([00:33:35](#)). Concerns were raised about

the overhead cost if Tosca charges for the food and time, emphasizing the need to keep costs low ([00:34:40](#)) ([00:38:58](#)). The meal should be buffet-style with small, finger-food dishes to avoid the need for extensive silverware and plated service ([00:36:20](#)).

- **Ticket Pricing and Seating Limitations:** The group discussed increasing the entry fee to \$30 for a single ticket and \$50 for a pair, reflecting the inclusion of a dinner ([00:40:29](#)). Concerns were raised about limited seating for a full dinner, as the garden area is estimated to seat a maximum of 40 people ([00:44:49](#)) ([00:47:55](#)). The idea of selling a cheaper ticket for people not wanting dinner was proposed, or setting the higher price but calling the food "tapas appetizers" rather than a full dinner ([00:45:46](#)) ([00:51:16](#)).
- **Pre-Sale and Advance Ticket Pricing:** To encourage early sales and help estimate food requirements, Board agreed to incentivize advance ticket purchases by setting a pre-sale price of \$25 per ticket, with the price increasing to \$30 at the door ([00:44:05](#)).
- **Action Items and Next Steps:** To resolve the dinner and pricing debate, two immediate action items were assigned: Marlene will follow up with Tosca regarding the cost of the dinner, and Patty will reach out to Darren for the dimensions and seating capacity of the venue space ([00:48:54](#)) ([00:51:16](#)). The group also decided to ask Cindy Weed to perform, as she is a popular local artist ([00:49:47](#)).
- **Poster Finalization Timeline and Next Meeting:** The goal is to have the necessary information (seating, dinner cost) by Tuesday or Wednesday of next week, with the poster finalized by Friday, April 8th ([00:53:02](#)). A follow-up meeting was scheduled for the following Wednesday from 1 to 3 PM to finalize the auction details ([00:54:11](#)).
- **Tablecloth Procurement and Production:** The team discussed the need for basic, plain white, and solid-color tablecloths, noting that rental prices at Crotor's Green are typically low, around a dollar. Montgomery Town Library noted that they often find cheap tablecloths at thrift stores and can source fabric ([00:59:18](#)). It was confirmed that Montgomery Town Library can sew edges for tablecloths and give them back, offering to help others with sewing, though they only have rectangular cloths, not circular ones for the round tables ([01:00:10](#)).
- **Poster Finalization and Next Steps:** The group concluded that further finalizing the poster and other decisions would need to wait until they had more

information ([01:00:10](#)). The poster will be finalized next week, which primarily involves editing ([01:00:53](#)).

- **Music and Entertainment Coordination:** Patty to contact Cindy Weed for music. Carmen offered to contact Eric Ho. ([01:00:53](#)). The discussion acknowledged that if the musician, Jacob, is not doing the music, then a separate MC will be needed ([01:01:40](#)).
- **Selecting an MC:** The team reviewed previous MC options, including Kyle, who was generally well-liked and reliable ([01:01:40](#)). Brent was suggested as a fantastic alternative. The MC's role would involve trying to encourage bidding and announcing table closures ([01:03:16](#)).
- **Sponsorship and Corporate Outreach:** Patty will email the team with updates following contact with Cindy Weed. The team was encouraged to start soliciting donations, particularly corporate ones, as they have donated in previous years ([01:04:02](#)). Costco provided a positive response, offering a \$50 donation, but they can no longer have their gift certificates auctioned; instead, the gift certificate must be used to purchase an item. The team decided to use the Costco donation for purchasing food for the library event or the "slush fund," as they believed auctioning the certificate would not yield more than \$50 ([01:04:55](#)).
- **Identifying Potential Donors:** The group discussed approaching Smuggler's Notch Distillery in Jeffersonville, which is currently not on their donor roster. Another potential donor identified was Backus Distilling, which produces bourbon, as well as reaching out to Hotel Vermont, Hen of the Wood, and Juniper for a potential Burlington weekend package ([01:05:44](#)).
- **Donor List Management and Data Collection:** Montgomery Town Library confirmed they will add updates to the donor list if they receive an email with new information. They emphasized the importance of collecting contact information (name, number, business, address, contact name, phone number) for thank you cards and securing repeat donors ([01:06:29](#)). It was noted that this contact information can often be gathered online ([01:07:43](#)).