

Report of the Ad Hoc Development Committee
Meeting of the Friends of the South Coastal Library
June 25, 2024
Submitted by: Connie Dierman

The following are Committee updates since our last full Board Meeting in April:

Bethany Beach Craft Show – June 1

Thanks to volunteers Barb Calkins, Lisa Saxton, Dianna, Edie, Kathy J, Liz and Tom Salonick, and Connie Dierman, FOSCL was well represented at the Craft Show. We had a beautiful day, a corner booth, and we were able to talk with many people about FOSCL and the Library. Thanks to Sue, we had some great program handouts. It was heartening to hear from a good number of people that they use the Library regularly and that they have also volunteered at one time or another to help with the Cottage Tour. Our goal of raising FOSCL awareness was achieved. We were able to use FOSCL 'identity' items to call attention to our booth:

- Retractable Banners
- Tablecloths
- Foam poster on Upcoming Events
- Magnets
- Bookmarks
- Water bottles

Bethany Beach Art Festival – September 7

We hope that we might once again raise FOSCL awareness at the Chamber of Commerce's Boardwalk Arts Festival. Edie Dondero has reached out to the Chamber and was informed that they do offer tables for non-profits, but organizations who have participated in previous years get a "right of first refusal" on table space. If any of them decline to attend this year, their space becomes available. The Chamber has added FOSCL onto the waiting list and once they go through the first refusal process, they will let us know whether or not a table is available. If we are able to secure a table, we will need volunteers to staff it – so please keep September 7 open on your calendar.

Cooking for a Cause at DiFebo's

We want to remind the full board that FOSCL will partner with DiFebo's on a "Cooking for a Cause" event on November 10, 2024, from 4-9 pm. FOSCL will receive 10% of proceeds from that evening, and it is expected that FOSCL will promote the event sufficiently to reach a 300-person dining participation goal. Walk-ins will still be

welcome, but FOSCL needs to heavily promote the event to ensure a good turnout (and the ability to partner with DiFebo's next year).

At the event, FOSCL will host a silent auction, which will include multiple themed gift baskets and a few higher-cost items. DiFebo's also encouraged FOSCL to set up an info table so diners can learn more about our organization and how to be involved and/or donate.

Please block your calendar for November 10. We would like to see everyone:

- Make reservations for themselves; get friends and family to attend
- Provide gift baskets and/or other high-value items (can partner with others)
- Take a shift at the info table and welcome guests

All Board Members are asked to give thought as to how you may contribute to the baskets and the overall evening. A sign-up list will be shared at our June meeting. Lena Vebares will be the point person on the gift baskets, so please reach out to her if you have any questions or ideas. Please keep in mind guidelines shared at the April meeting regarding donor outreach to avoid duplication. Rachel Maleh is the overall coordinator for the event, so also please feel free to contact her with questions.

Looking Ahead...

At its next meeting (date TBD), the Committee will focus on preparing for:

- November: Cooking for a Cause @ DiFebo's – with silent auction
- December: Annual Appeal; SoDel Cares Grant Application
(need to identify fundraising goals)
- January: DoMoreDE; Freeman Foundation FACES Grant
(need to identify fundraising goals)
- Jan/Feb: Dine and Donate @ TBD (simple version; no auction)

Other events to further explore to raise funds and expand awareness of FOSCL:

- Sip and Socialize for the Chamber of Commerce and members
Purpose: to broaden awareness of FOSCL and to develop relationships
Need to recognize this will mean an investment for FOSCL to host
- Friends Membership
Research other Friends groups, particularly with DE County libraries, to learn more about their operations; determine viability, cost and timeline for creating one for FOSCL; longer-term project (Dianna Boehm will coordinate with Rachel Maleh)
- Table at other community events, i.e., Cops & Goblins.