

MOUNT  VERNON

PUBLIC LIBRARY

the CENTRAL LIBRARY OF WESTCHESTER

28 South First Avenue, Mount Vernon, New York 10550 • Phone: 914-668-1840 • Fax: 914-668-1018

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SPECIAL BOARD OF TRUSTEES MEETING
APRIL 9, 2014
6:30 PM

Na'im Tyson who presided called the meeting to order at 6:50 pm

Present were: Dawn Cancellieri, Marcia Dupree, and David Ockene

The Board approved the resolution for the proposed campaign budget for 2014.

MESSAGE > STRATEGY > RESULTS

COMMUNICATION SERVICES

SINCE 1984

TO: MOUNT VERNON PUBLIC LIBRARY BOARD OF TRUSTEES
FROM: LIBBY POST, PRESIDENT/CEO
COMMUNICATION SERVICES
RE: PUBLIC EDUCATION CAMPAIGN BUDGET
DATE: APRIL 3, 2014

All the mailers will be sent to the entire school district. We have the saturation mailing data we need to mail to the entire district using a postal patron address. This will bring down the cost of postage considerably.

LIBRARY PUBLIC EDUCATION

District-Wide Mailer: the piece that describes what the library is trying to accomplish

Specifications

Printing: 8.5 X 14, double parallel fold, black ink, 60# white opaque, 2 sided

Mail prep: Saturation mailing to entire school district.

Oversized Postcard

Specifications

Printing: 5 x 10, black ink + one, 2 sided, 80# cover, 4 sided bleed, black ink

Mail prep: Saturation mailing to entire school district

Fold-Over PostcardSpecifications

Printing: 10 x 10 folded to 5 x 10, 2 sided, 80# cover, 4 sided bleed, black ink + one

Mail prep: Saturation mailing to entire school district

BUDGET ESTIMATES: Public Education Campaign

Quantity	Description	Price
	Create school district list from voter file and school tax rolls, update phone and email, 1 email blast	\$5,500.00
	<i>District-Wide Mailer</i>	
	Design and Layout	\$750.00
27,000	Printed	\$1,420.00
26,037	Mail Prep	\$1,406.00
	Postage	\$3,983.66
	<i>Oversized Postcard 1</i>	
	Design and Layout	\$500.00
27,000	Printed	\$1,466.00
26,037	Mail Prep	\$1,406.00
	Postage	\$3,983.66
	<i>Fold Over Postcard</i>	
	Design and Layout	\$1,000.00
27,000	Printed	\$2,680.00
26,037	Mail Prep	\$1,406.00
	Postage	\$3,983.66

Pricing above does not include shipping. Materials will be printed in Albany and shipped to Newburgh for mail prep and then trucked to White Plains for mailing.

Mount Vernon Board of Trustees
Resolution: Budget 2014-04-09

Topic: Campaign Budget 2014

Public Education Campaign Budget for 2014

Board of Trustees & Patrons,

Given the public education campaign budget from our marketing and communications consultant (see separate form),

Whereas the budget consists of school district wide mailings and email blasts going to all registered voters and school taxpayers,

Whereas the first mailing has already been dispatched; now, therefore, be it

Resolved, that the board adopt the public education campaign budget for budget year 2014 on the premise that the mailings do **not** indicate a yes vote;

Further Resolved, the board may fund parts of the public education campaign budget for 2014 at its own discretion.

Submitted by: Na'im R. Tyson, PhD

Action taken: Unanimously approved

Date: 4/9/2014

ADJOURNMENT:

The meeting was adjourned at 7:10 pm

Respectfully submitted


Secretary