**THE FREE LIBRARY OF NEW HOPE AND SOLEBURY**

**Board of Trustees Meeting Minutes – DRAFT COPY**

**February 19, 2014**

**PRESENT:** Jacqui Griffith, President; Beth Houlton, Vice-President; Ellen Steifel, Treasurer; Polly Wood, Secretary; Carol Taylor, Connie Hillman, Ron Cronise, Jerry Ruddle. Also in attendance: Chris Snyder, district library coordinator; Louise M. Dougherty, Charlie Huchet, Linda Landis.

I. **CALL TO BUSINESS**- Jacqui Griffith at 5:32

A. **MOTION TO ACCEPT MINUTES OF JANUARY 15 MEETING**

B. Polly made note, per Ellen, that the budget does not make note of the $2,000 revenue and expense of the part time person but it does not impact the bottom line. Also, the motion regarding bank signatures does not specify bank account, Vanguard account and safe deposit box. This was specified at the meeting and the minutes should be corrected to reflect this.

**MOTION** made by Beth to accept the minutes with the noted changes, **SECONDED** by Ron and passed.

II. **GUEST PRESENTATION**- Chris Snyder, District Library Coordinator

Chris explained her role as District Library Coordinator, how she can help us and what resources are available to us within the Bucks County system. She explained the different levels of libraries within the state. Our district library, Doylestown, now has a full time marketing and PR person whom we can consult for help with social media and how to get our information out to the public. Much of what she discussed coincides with what Kathy Welsh Beveridge had discussed with us at our retreat regarding building relationships with other groups within the community. Pennsylvania has a new head of the library system, Stacy Aldrich, and she is reviewing our entire state system. In the library code, there is a process that determines how much state aid money libraries receive dependent upon how much local municipalities give to their library. Stacy has said some libraries had banded together in a system to meet state aid requirements. In the future, every library is going to have to meet the standards independently. Currently, we are grouped with other independent libraries and the district libraries to meet the requirements. If, or more likely when, the system changes and we need to meet the standards independently, we would need to be getting $12.50 per person from the borough and the township to maintain the current level of state funding.

III. **DIRECTOR’S REPORT**- Connie Hillman

• Within the past month, the library was closed for four days due to the inclement weather. The snow, freezing temperatures and power outages have been wreaking havoc on circulation and programming statistics county-wide. Our deliveries have been sporadic at best. However, in spite of all of this, our circulation statistics were not too bad, with a noticeable spike in our e-circ. We also had a very successful chocolate-making workshop which was attended by 16 teenagers.

• Several state and district meetings which were to be held over the past month have also been postponed due to the weather.

• Our annual report is due to Chris Snyder by March 1. We are hoping to have the financials ready before then.

• Connie announced that Darcy Fair has accepted the part-time Saturday position. Her first day was February 1. Darcy is a recently retired professional librarian who lives in Carversville. She has over 30 years of experience working in both the Montgomery County and Bucks County library systems as a children’s services librarian, reference librarian and branch manager. She also has a lot of experience writing grants.

•The library would like to acknowledge Marilyn Lanctot for all of her volunteer work and have a party in her honor on the evening of March 20 at 5:30.

IV. **FINANCE REPORT**- Ellen Steifel

Monthly Fundraising Update

|  |  |  |  |
| --- | --- | --- | --- |
| **SOURCE** | **GOAL** | **TO DATE** | **NOTES** |
| Board Fundraisers | $27,500 | $13,000 | From Read-A-Thon |
| Annual Fund | $40,000 | $1,000 |  |
| Friends | $12,000 | $2,500 |  |

• First Annual Community Read-A-Thon

$13,000 was raised – all will be used for library operations ($2,500 expenses were covered by sponsors)

219 participants – over 100 participants from the Lower Elementary School

Strong support from NHS schools & positive feedback from parents

Will become an annual event

Memorial Account

• There is currently about $11,400 earmarked for capital improvements

Needs - Tree removal (about $3000) and outside painting (about $13,000)

Action Items

• Investment Committee meeting will be held on Tuesday, March 25th at 5pm in the Library.

Ron will head this committee.

V**. PRESIDENT’S REPORT**- Jacqui Griffith

A**. MOTION TO APPROVE NEW TRUSTEE**, Jerry Ruddle.

**MOTION** made by Polly, **SECONDED** by Ron. **MOTION** approved by all.

B. **DISCUSSION OF SPARK NON-PROFIT PROPOSAL**

Jacqui presented her view of moving away from a fundraising driven library to a more robust annual fund driven model and growing that fund. This would include a computer model that Kathy Beveridge from Spark could help us set up in order to organize our donor list, mailing lists and also help us find donors. Our donor list is in disarray as we have numerous lists from a variety of mailings and events and no master list. We also need to track when people register for these events and how they heard about our event. We have had a lot of people fall through the cracks. The Friends also have a list on an excel spread sheet. We need to be able to quickly discern who to target for each event and not have duplicates. We greatly appreciate all that Marilyn and Kathy Meier have done over all these years and we would like to streamline and organize all of these lists. We would be contracting by the hour but we are not bound to working with her. She will be able to keep us focused and moving forward on a timeline. Jerry will call Kathy Beveridge to iron out contract details. Our hope would be to see at least a $20,000 increase in our funds. We have several different pools that we have not tapped into. She is going to train us in how to find and attract new donors. The data base training would be for the library staff or volunteers. The data base is a separate cost from her consultant fees. The maximum high would be $2,000 but we are hoping to come in under that figure.

D. **EXECUTIVE SESSION TO DISCUSS BUILDING OPTIONS IN MARCH**

Jacqui would like to have an executive session to discuss the building needs immediately following the March 19 Board Meeting.

E. **COMMITTEE STRUCTURES** – Property, Finance, and Governance. Polly will be on Governance with Beth. Ron will be on Finance with Ellen and he will oversee investments as a sub-committee of Finance. Jerry will do property with John. Jacqui floats on all three.

VI. **FRIENDS REPORT**- Charlie Huchet

• The Friends of the Library (FOL) Board of Trustees has authorized the release of $2500 at thus time to the Library Board of Trustees. The balance of their funds, at this point, will be reserved to underwrite startup costs relating to forthcoming events. Henceforth, the FOL will make quarterly donations to the Library Board.

• The FOL has revised its schedule of activities and events (circulated to library board) to reflect evolving planning on the part of both Boards. For instance, the FOL has now agreed to serve in a secondary support capacity in relation to the Library Board in its primary sponsorship of the “Spelling Bee” event.

• The FOL Board has voted to invite Ms. Kristin Reilly to join its Board. Ms. Reilly has been maintaining the FOL membership roster, sending e-blasts to the membership and starting the FOL social media sites.

• Members of the FOL Board assisted the Library Board in preparing the “Mud Season” mailing and participating in the Read-A-Thon Pancake Breakfast event.

• The FOL membership has increased to 64. An e-blast will be sent to all Library patrons in the first days of March. Initial planning is about to start to reach out to present non-patrons to invite new membership in the Library and the Friends organization.

• The FOL's next event, entitled “Meatball Madness” (an informal competitive meatball “cook-off”) is being scheduled to take place in March at John & Peters in New Hope (date T BA).

• The FOL membership will be assisting the Library Board in the major author event under consideration for April.

• Barry Fetterolf is about to initiate a business level fund-raising initiative to cover New Hope and Solebury.

• The FOL needs recommendations for community members who might be willing to assume responsibility for the development of a FOL website and another to provide on-going graphic design work.

VII**. COMMITTEE REPORTS**

A. **FUNDRAISING UPDATE**:

**Community Read a Thon**- Ellen and Beth

The event was a success and looks to be an annual event.

**Mud Season Author Lunch**- Carol

Have about 40 planned for attending.

**Silence of the Lambs**- Jacqui

Event will be April 24 5:30 to 7:30 at Cradle Valley Farm for a maximum of 65 people. Ted Tally will be speaking.

B. **MUNICIPAL ISSUES - NEW HOPE**

Polly and Ron have met with borough council member Bill Scandone for a second time. Also, at the New Hope Borough Council meeting, it was voted on and approved to have a representative from The Free Library of New Hope Solebury added to the Revitalization Committee.

IX. **OLD BUSINESS -** none

X. **NEW BUSINESS -** April Board meeting will be held on April 23, 2014 instead of April 16 due to scheduling conflicts of several board members.

XI. **PUBLIC DISCUSSION -**none

Meeting was adjourned at 7:15.

The next meeting of the Board of Trustees will be held on March 19, 2014 with an executive session to immediately follow.

Respectfully submitted,

Polly Wood

Secretary