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

**Board of Trustees Meeting Minutes**

**April 16, 2015**

In attendance: Jacqui Griffith, President; Beth Houlton, Vice President, Ron Cronise, Treasurer; Polly Wood, Secretary; Kay Reiss, Gene Underwood, Reid McCarthy, Connie Hillman, Jerry Ruddle

Also in attendance: Pamm Kerr, Doro Kerr

I. **CALL TO BUSINESS**- Jacqui Griffith

a. Call to Order and Attendance by Jacqui at 5:32

b. **MOTION** byBeth to Accept the March Minutes. **SECONDED** by Reid, **APPROVED** by all.

II. **FINANCE REPORT**- Ron Cronise

**2015 Fundraising Update through 31 March 2015**

|  |  |  |  |
| --- | --- | --- | --- |
| **SOURCE** | **BUDGET** | **ACTUAL** | **NOTES** |
| Read-A-Thon | $8,500 | $10,808 |  |
| Annual Fund | $10,000 | $ 3,627 |  |
| **TOTAL** | **$18,500** | **$14,435** |  |

**Receipts/Expenditures through 31 March 2015 (excludes Capital Campaign activity)**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **BUDGET** | **ACTUAL** | **NOTES** |
| Cash Received | $63,826 | $47,905 |  |
| Cash Expended | $58,666 | $57,528 |  |
| **Net Cash** | **$5,160** | **($9,623)** |  |

The above amounts do not include the capital campaign funds.

**With regard to the Capital Campaign, we currently have the following pledges/gifts:**

Anonymous Gift $100,000

State Grant $72,200

Trustee’s $70,450 (mostly in 2015 & 2016 and includes matching gifts)

Local Foundation $50,000

Shandelmeir Bequest $10,000

Current Memorial Fund $ 9,600 (assumes all memorials are transferred to Cap Campaign)

Odette’s/Gateway $ 2,500

Other Individual Gifts $52,500

**Total $367,250**

Through 31 March we have had a Y-T-D gain on our endowment of $17,077.

Year-over-year the Library’s equity on the Balance Sheet increased by $107,048 to $1,366,805

****On 31 March we were holding $92,505 in cash plus $46,685 in non-endowment investments. Of the cash $35,892 is Capital Campaign contributions leaving $56,613 for future operating expenses. Because we are not receiving funds from either Solebury Township or New Hope Borough we are depleting our cash reserves. In March we had non-CC cash income of $2908 and non-CC expenses of $17,735. At that rate we have about 3 months of cash remaining. We have been told to expect payments from New Hope Borough in May or June but none from Solebury until July. We should also have income from the Annual Fund in Q2**.**

In thesafe deposit box are two documents stating the library is the beneficiary to two bequests. Ron has written to both lawyers inquiring about these bequests and we have not yet heard back from them.

The annual fund materials are ready to be mailed and will go out next week.

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

**District:**

Our budget meeting originally scheduled for April 9 was postponed until May 14. Though the amount is roughly the same as last year, the independent libraries have requested an itemized budget.

On May 14 from 9:30-1pm, BCFL will be hosting a workshop for staff and board members featuring marketing specialist Ben Bizzle who will focus on our libraries’ use of social media and websites to create dynamic, effective marketing campaigns that will engage our community and increase awareness of our library. Some members of the board have already agreed to come---and Chris Snyder is beyond thrilled. If any other board member would like to attend, please let Connie know, as BCFL would like a head count by May 1st.

**Renovation:**

On April 2, Polly and Connie met with architect Joe Phillips and the mechanical engineer to go over the building and help determine the most practical and efficient approaches toward our heating and electrical renovation. This meeting was really an opportunity for them to explore the building and its systems in depth. They will let us know when their recommendations are ready.

Connie has three meetings with different library vendors to get an estimate for shelving: two this week and one next week.

**Programming/Outreach:**

* March was a big month for programming: Sherlock Holmes (thank you, Friends!), Memoir Writing and Pysanky Decorating were all very well received. The library also kicked off the Teen Reading Lounge program. The egg hunts continue to be an annual favorite. The senior yoga is also very popular and the staff have received a lot of thanks from the participants for offering this program.
* Eric and Connie will be representing the library at Representative Scott Petri’s Senior Expo this Friday.
* Patricia and Connie will be visiting the Solebury United Methodist preschool on April 22 for an Earth Day story time.

**Library matters:**

* Connie would like to ask Best Buddies Landscaping for a spring clean-up. This might be about $1,000. We have $3,000 set aside for property maintenance.
* After our record retention policy is passed, Connie and staff will begin cleaning out the old files that have been housed in our building, throwing out what they can and scanning the important documents. If any members of the board are available to help, please let Connie know.
* Connie has been in contact with Blackbaud merchant services to see about setting up an online payment account to help manage our online donations.
* Jacqui mentioned that we are hoping to apply for a grant for the shelving

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

a. Record Retention Policy

Beth updated us on the process we have been going through to get a record retention policy in place. Our accountant had suggested we have one. Beth has used the policy that Doylestown has in place as a starting point and tweaked it according to our needs.

b. Update on Campaign Donations

We had discussed raising the public fundraising number to $450,000. Kathy Beveridge would like to use this number for campaign letters and fundraising.

**MOTION** by Polly to raise the public fundraising number for the capital campaign to $450,000. **SECONDED** by Ron, **APPROVED** by all.

Jerry spoke about a fundraiser he is cohosting with Max Hansen on May 4 in Carversville. It will be held at the Carversville General Store. The invitations will go out tomorrow. This will cost us about $750 - $1,000.

V. **MARKETING AND MEDIA REPORT**- Gene Underwood

a. Annual Fund Materials

Grassroots campaign – Gene handed out materials. This will have a June 1 launch. Two targets: Primary consisting of library cardholders, and secondary consisting of residents of New Hope and Solebury. Distribution of materials and the requests shall be by: hand delivery, email and mail.

Marketing: Gene handed out materials for a marketing plan. He would like to see the library create advertorials in the Herald. He showed an example with a color border and Free Thought being the standard name. This is $280 a time. This would require someone to be putting this together and it is questioned if we have enough material to keep this fresh each time. This is just one idea among many to get our name out there which is our ultimate goal. Also discussed press releases, on-site promotions, partnerships with other non-profits, inviting businesses to sponsor events in some way. Gene reviewed a time line for the Grassroots Campaign.

b. Free Campaign Report

This would start after the renovation is complete. Ron commented that we do have a marketing budget including for the Free Campaign. We may need to set up a marketing committee to discuss this further. **MOTION** by Beth to start a marketing committee to consist of Beth, Polly, Kay and Connie led by Gene. **SECONDED** by Jacqui, **APPROVED** by all.

VI. **BUILDING RENOVATIONS REPORT**- Carol Taylor

VII. **FRIENDS’ REPORT**- Charlie Huchet

VIII. **MUNICIPAL REPORT**-

a. New Hope Borough and HARB- Polly Wood

Polly gave an update on her meeting with John Burke and our approval from HARB. HARB has requested that we either eliminate the bathroom window on the front of the side addition or change it to a vertical window. As this would get blocked by a grab bar for the toilet, we will eliminate the window. Joe and Polly will be going before borough council on April 21 requesting a waiving of fees and the land development process.

The meeting adjourned at 7:25

Respectfully submitted,

Polly Wood

Secretary