



Sandown Public Library Trustees Meeting
Minutes for October 20, 2016 at 7 PM @ Sandown Public Library

Call to Order

Meeting called to order at 7:03 p.m.

Attendance

Trustees: Carol Fournier, Diana True, Pete Stock, Adrienne Skora and Tina Owens;

Absent: Selectmen's Liaison Cindy Bucu, Patricia Sarcione, Bookkeeper

Pledge of Allegiance

Finance Report

Financial Reports – prepared by Patricia Sarcione, Bookkeeper

Approval of Minutes

September 29, 2016 minutes

Trustee Stock motioned to approve the minutes as corrected; Trustee Fournier seconded and the motion carried four in approval and one abstained.

News & Views of the Director

Circulation and Visits

Discussion ensued.

Programs & Announcements

Discussion ensued.

Old Business

- Budget
 - Discussion ensued.
- Policy
 - Discussion tabled.
- New Copier \$2395 w/ recycling or delivery to new home
 - Trustee Stock made a motion for the Director to spend up to \$2500 for a new copier. Trustee Fournier seconded the motion, and the motion carried unanimously.
- Flooring
 - Empire Today –Came on 10/7. Quote: \$12,292.80.
 - Wood/laminate is more expensive, and a lot louder.
 - Carpet tiles much cheaper than regular carpet (can fit around book shelves, not buying carpet, then cutting out large swaths).
 - Buy carpet tiles manufactured as such, not just carpet cut into squares –guaranteed to fit.
 - 15-year warranty for heavy traffic (think airports!)
 - Arbo & Sons –Scheduling estimate visit.

New Business

- Building Plan
 - Discussion tabled.

Closed Session

- Trustee Stock made a motion to go into closed session at 8:22 p.m. Trustee Skora seconded the motion, and the motion carried unanimously. Roll Call: Peter Stock, Carol Fournier, Adrienne Skora, Tina Owens, and Diana True. Director Corbett has been invited. Trustee Stock made a motion to leave closed session at 10:16. Trustee Owens seconded the motion, and the motion carried unanimously. Trustee Stock made a motion to seal the minutes. Trustee True seconded the motion, and the motion carried unanimously.
- Trustee Stock made a motion to adjourn the meeting at 10:17 p.m. Trustee Fournier seconded the motion, and the motion carried unanimously.

Next Friends Meeting

- Monday, December 5, 2016 @ 6:00 p.m.

Next Business Meetings

- Thursday, November 17, 2016 @ 7:00 p.m.

Dates of Note

- Wednesday, November 2, 2016 @ 7:30 p.m.: Budget meeting with Budget Committee

Respectfully submitted by
Adrienne Skora,
Secretary

Library Director's Report
October 20, 2016

Beginning in October, Early Childhood Literacy Teacher Thomas is offering an afternoon preschool story time on Wednesdays. Thursday story times remain in the morning. This is in response to many of our children being unable to attend the morning sessions once school started. The response has been positive.

I contacted Colonial Heating & Plumbing, who responded when we lost our hot water, to replace the Library's hot water heater, quoted \$649. They will call to schedule the replacement once the unit comes in (probably next week).

SPL earned \$108 dollars through the "Hannaford Helps" Reusable Bag Program for September!

The MHR meeting for October was cancelled due to the illness of the presenter. We will meet again on November 9th.

Our monthly staff meeting was cancelled for October, due to the hurricane in Florida. We were scheduled to have a webinar with NewsBank. It has been rescheduled for November.

I am in the process of obtaining flooring quotes for consideration in the 2017 budget. I have one quote so far, from Empire Today, for \$12,292.80. One of my appointments never showed up, and I'm in the process of scheduling an appointment with a third company.

I submitted the Library budget on October 11th. We meet with the Board of Selectmen on Monday, October 17th, and with the Budget Committee on Wednesday, November 2nd.

I met with our representative from Northern Business Machines to discuss replacing our copier. He quoted me \$2395. He indicated that if we switched to a color copier, the copier itself would not be much more expensive, but our contract rates would go up significantly, due to the cost of color toner. I opted to go with black-and-white again. At delivery, they will remove our old copier, either to recycle it, or to deliver it to any town department that wants it. Our current copier is 10 years old.

I attended the New England Library Association Annual Conference in Danvers on Sunday, October 16th.

- How to Start and Grow Your Individual Giving Program –Amy Eisenstein
 - Do you have a fundraising board?
 - Get commitment from them first
 - Fundraising Cycle
 - Identification
 - What makes a good prospect?
 - Affinity rating
 - Affinity:
 - 5 Very engaged
 - 4 Engaged
 - 3 Shows up
 - 2 Donates once per year or is lapsed
 - 1 Interest unknown
 - Add scores from capacity & affinity; identify top 20 prospects (8s, 9s, 10s)
 - Cultivation
 - Solicitation –cultivation has to lead to solicitation
 - Stewardship
 - Cause of “no” in future:

- Didn't feel thanked
 - Didn't know where the \$ went
- Major Gifts Challenge
 - 5 hours work per week
 - Accountability partners
 - "Eat that frog" –don't procrastinate
- MasteringMajorGifts.com
- Trends in Fundraising –Amy Eisensatein
 - Donors pay for community to use library, not for carpet...
 - Why is project important for bringing people into library?
 - Trend: Storytelling
 - Tell the story of your library
 - Why do you want to raise \$?
 - Culture of philanthropy
 - Everybody's involved –staff, BoT, FoL...
 - Circulation is the front line of fundraising
 - Engage, involve, interact
 - What if we raise the \$?
 - What would change?
 - What's the opportunity?
 - What if we don't?
 - Which staff members would we lose?
 - What programs would be cut?
 - *Train Your Board and Everyone Else to Raise \$* -Andrea Kelstead
 - Trend: Online Giving
 - Online donations on #GivingTuesday were up 52% in 2015
 - Accept donations online
 - Trend: Monthly Giving
 - Identify potential donors
 - Board
 - Staff
 - Volunteers
 - Patrons
 - Community members
 - Trend: Personalization
 - No more "Dear Friend" crap
 - Tailor it to the person –children's activities for parents, etc.
 - Fundraising is about relationships
 - Circ staff = front line
 - Team effort
 - Ask: "Would you like to support the library?" "Would you like to join our sustainers club for as little as \$10 per month?" "Did you know that the town budget doesn't cover all services? Donations fund ___% or XYZ"
 - Consistency is key
 - Can't just quit because it's uncomfortable for both patrons and staff –you haven't created a culture of philanthropy yet.
 - Thank you campaign
 - Patrons
 - Town officials
 - Donors
 - Trend: Donor Retention

- Fundraising Effectiveness Project
 - Average donor retention rate is 46%
- Making Connections Across Town and Time –Win Flint & Jazmin
 - Haitian history –not useful
 - Matapan Branch of BPL Quilt Project –brought in seniors, teens, donors, etc.
- Improvised Outreach: How We Channelled MacGyver and Opened a Mini-Branch at the Bus Station – Sean Kegler & Adam Delaura
 - Focus on what you can do, not negatives
 - Staff skills inventory
 - Relevant skills
 - Non-library experiences
 - Hobbies/interests
 - Community connections
 - Local government = Swiss army knife
 - Make the library indispensable to the town

Assistant Director Hassard and Early Childhood Literacy Teacher Thomas attended on Monday, October 17th. Library Technician Kehoe will attend on Tuesday, October 18th.

I attended the Sandown Department Heads meeting on Wednesday, October 19th.

- Internal Fiscal Controls Policy –updated procedure
- Credit Card Expenditures –give Cheryl a heads up and/or receipts as soon as purchase made.
- Expenditures –be mindful at end of year, make sure not over budget, and/or ask permission to be.
- Job Descriptions/Policies –haven’t been revised in 10 years. Take a look.
- Cell Phone Account –minutes, data limits
- Map/Lot #s –accuracy
- Health Insurance Options –which option for 2017 looks best –consensus to present to BoS.

YSD Bryant and ECLT Thomas will attend the CHILIS Fall Conference on Thursday, October 27th.

Respectfully submitted by
 Kirsten Rundquist Corbett
 Sandown Public Library Director