



Sandown Public Library Trustees Meeting
Minutes for May 21, 2015 at 6:45 PM @ Sandown Public Library

Call to Order

Meeting was called to order at 6:46 by Trustee True

Attendance

Trustees: Diana True, Carol Stafford, Adrienne Skora, Pete Stock, Tina Owens(absent)

Director: Kirsten Corbett

Selectmen's Liaison: absent

Pledge of Allegiance

Finance Report

Financial Reports – Patricia Sarcione, Bookkeeper

Motion was made by Trustee Stafford to accept a donation of \$21 (undesignated). Seconded by Trustee Stock. Motion carried unanimously.

Approval of Minutes

April 16, 2015 minutes

The minutes were reviewed and corrected. Trustee Stock motioned to approve the minutes as corrected. Trustee True seconded, and the motion carried unanimously.

News & Views of the Director

Circulation and Visits

Discussion ensued.

Programs & Announcements

The Director's report is attached to these minutes. Discussion ensued.

Old Business

• Fines Expenditure

○ Playaway Launchpads –ordered 5/19/15 @ 10% off, per approval at 3/19 meeting: \$1403.89

▪ Letter Land!	Language Arts	Pre-K
▪ Under a Word Spell!	Language Arts	Pre-K
▪ Do. Re. Mi!	Music	Pre-K
▪ Art Rocks!	Creativity	K-2
▪ Brain Blaster!	Critical Thinking	K-2
▪ Super Math!	Math	K-2
▪ Super Science!	Science	K-2
▪ I Think I Can!	STEAM	K-2
▪ Piece of Cake!	Critical Thinking	3-5
▪ Carnival of Words!	Language Arts	3-5
▪ Problem Solver!	STEAM	3-5
▪ The Puzzler!	Critical Thinking	5+

- Tablets for Children's Room
 - Secure table mounts installed by Volunteer Gary Corbett.
 - Security settings being configured by Director Corbett
 - Apps being selected and installed by Director Corbett
- New loveseat –delivered Tuesday, 5/12/15
- Movie System
 - Contacted three local companies about installation.
 - Anywhere Audio & More (Auburn): \$850
 - Audio-Video Integrated Systems (Groveland, MA) (recommended by Lane Memorial Library): Visit made 4/30, no estimate submitted yet
 - Starsound Music (Salem)
- Replacements picture book/cassette tape packs.
 - Scholastic
 - Listening Library with Fluency CDs (15 Audio CD's & 2 copies of each Matching Title): \$197.50
 - Listening Library with Fluency CDs (15 Audio CD's & 2 copies of each Matching Title): \$197.50
 - Listening Library
 - Green Eggs and Ham and Other Servings of Dr. Seuss (9 stories on CD –books purchased separately): \$24
 - The Cat in the Hat and Other Dr. Seuss Favorites (11 stories on CD –books purchased separately): \$24
 - The Bippolo Seed and Other Lost Stories (7 stories on CD –books purchased separately): \$12
 - Recorded Books
 - ABC Melody Sing & Learn series
 - Sing and Learn Chinese! (Picture Book and CD): \$20.75
 - Sing and Learn French! (Picture Book and CD): \$20.75
 - Sing and Learn Spanish! (Picture Book and CD): \$20.75
 - Playaway Bookpacks
 - Amelia Bedelia Audio Collection vol. 1 (5 stories on Playaway and 5 books): \$79.99
 - Arthur's Audio Favorites Vol. 1 (5 stories on Playaway and 5 books): \$99.99
 - Caps For Sale & Other Classics (Page Turns) (5 stories on Playaway and 5 books): \$99.99
 - Don't Let the Pigeon Drive & Other Stories (Page Turns) (4 stories on Playaway and 4 books): \$104.99
 - Miss Nelson is Missing & Other Stories (Page Turns) (5 stories on Playaway and 5 books): \$94.99
 - Strega Nona & Other Stories (Page Turns) (4 stories on Playaway and 4 books): \$89.99
 - New Fixture to accommodate different packaging?
 - <http://www.demco.com/goto?BLS251466&ALL0000&es=20150506121433242850>
Trustee Stock motioned to approve the Director spend no more than \$1000 for the purchase of the Mobile Slatwall Hanging Bag Displayer. Trustee Stafford seconded, and the motion carried unanimously.
- Research Databases
 - Newsbank
 - Two-month public trial began May 1.
 - 3 uses so far (all searching the St. Louis Post Dispatch)
 - A to Z

- One-month public trial began May 1.
- Lighting
 - Flag light bulb was replaced on Thursday, April 16th. The sensor is not working, so the light is on all of the time. Custodian DuLong will consult Electrician Tombarello.
 - Custodian DuLong and Electrician Tombarello uninstalled the existing parking lot light, and installed two new LED lights slightly lower, and on either side of the entrance, on Friday, May 15th. (Approved at Board of Selectmen Meeting 5/11/15.)
 - Custodian DuLong informed Director Corbett that the light at the exit by the parking lot had actually been opened and the bulb removed, which is why it was not working. Depending on the efficacy of the new LED lights, it may or may not be replaced.
- Policy

Trustee Stafford motioned to approve Exhibit Space Use Agreement. Trustee Stock seconded, and the motion carried unanimously.
- Library Needs Assessment

New Business

- New Board Photo
- Landscaping –tree/shrub removal?
- Holiday Schedule
 - Old Home Day dates announced
 - Old Home Day –August 8
 - Old Home Day Fall Festival –September 12
- SNHLC Annual Meeting Review

Discussion ensued.

Closed Session

- Staff Evaluation Feedback

A motion to go into closed session was made by Trustee True at 8:55pm under RSA 91-A:5 IV (personnel). Trustee Stock seconded, and the motion carried unanimously. Trustee Stock made a motion to leave closed session. Trustee True seconded, and the motion carried unanimously. Trustee True made a motion to seal the notes. Trustee Stock seconded, and the motion carried unanimously.

Next Friends Meeting

- Monday, July 20, 2015 @ 6:30 p.m.

Next Business Meetings

- Thursday, June 18, 2015 @ 6:45 p.m.

Trustee True motioned to adjourn the meeting at 9:55pm. Trustee Stafford seconded, and the motion carried unanimously.

Respectively submitted by Adrienne Skora, Secretary

Library Director's Report
May 21, 2015

I attended the monthly Southern New Hampshire Library Cooperative (SNHLC) directors' meeting at the Kimball Library in Atkinson on April 23rd. We put together the agenda and divided up reporting duties for the annual SNHLC meeting. We also discussed more ways to work together, citing the success of the catalogers from each library meeting and working together. We may have the program coordinators get together next.

Youth Services Director Jen Bryant visited the Griffin Free Library in Auburn to see their newly reorganized Children's section. It is now completely organized by subject, instead of separating non-fiction from fiction from movies, etc. Now if, for example, a child wants dinosaur stuff, it's all in one place. Jen and I will discuss the possibilities for our collection.

We had a staff meeting on Friday, May 1st. We discussed the ideas from the READS Roundtable meeting that I attended in April. Our next meeting will focus on the Summer Reading program. It will be on Friday, June 12th.

Our database trials for both America's News and AtoZ began on May 1st. After the staff meeting, I added them to the database page, put a blurb on the main page of our Website, and posted the news on Facebook. I have asked both companies if I can take a sneak peek at our statistics before our monthly meeting, to see how each database is being received.

The SNHLC annual meeting was in Atkinson on Monday, May 4th at 7 p.m.

**MINUTES OF THE ANNUAL MEETING OF THE SOUTHERN NH LIBRARY COOPERATIVE -
DRAFT
May 4, 2015
7:00 PM**

Location: Kimball Library, Large Meeting Room, Atkinson NH

Call to Order: The Meeting was called to order at 7 PM. Everyone took a turn around the table introducing themselves and stating where they reside. A Sign-Up Sheet was passed around the tables with names, towns and email addresses. It was decided to list these in the minutes and also the names of those not in attendance.

Trustees and Directors attending this meeting:

Cobb, James	Atkinson	KL-JCC@myfairpoint.net
Doughty, Wendy	Atkinson	Wendy.doughty.halo@gmail.com (Alternate)
Finn, Marnie	Atkinson	mfinn111@comcast.net
Jette, Linda	Atkinson	lsjette@hotmail.com
Phair, Alan	Atkinson	APhair@aol.com
Winsett, Anna	Atkinson	anna.winsett@att.net
Heer, Diane	Atkinson	director@kimballlibrary.com
Kiarsis, Jennifer	Plaistow	jypsyjenn@gmail.com
Vinton, Cab	Plaistow	director@plaistowlibrary.com
Owens, Tina	Sandown	towens@sandownlibrary.us
Skora, Adrienne	Sandown	askora@sandownlibrary.us
Stock, Pete	Sandown	pstock@sandownlibrary.us
True, Diana	Sandown	dtrue@sandownlibrary.us
Corbett, Kirsten	Sandown	director@sandownlibrary.us

Trustees absent from meeting:

Blair, Luann	Plaistow	animalhouse1@comcast.net
--------------	----------	------------------------------------------------------------------------

Peck, Jim	Plaistow	jimbo206@comcast.net
Query, Jane	Plaistow	w.query@comcast.net
Willis, Catherine	Plaistow	cdwillis@comcast.net
Stafford, Carol	Sandown	cstafford@sandownlibrary.us

Minutes Review: The Minutes from May 13, 2014 were reviewed and corrected as follows:

The second sentence should read annual meeting and not regular meeting

The second sentence should read Board of Trustees and Directors and not just Trustees.

The second sentence should read called to order by Tina Owens.

Since D. Hoadley was not in attendance, her name will be removed in the minutes except to add her to the list of absent trustees.

The list of Trustees attending the Meeting should have no apostrophe in the work Trustees.

The count of the votes will be changed in both places to 8-0. (Abstaining from a vote is not the same as being absent. To abstain from means to refrain from voting and you can only refrain if you are actually present.)

The minutes should end with standard closing of "Respectfully," and the name of the writer, in this case, Tina Owens.

Alan Phair motioned to accept the minutes as corrected. Pete Stock seconded and the motion passed unanimously.

Update from the Directors:

First Diane Heer responded to a question about staff training. She explained Staff Training for the Catalogers has been done and they network well and talk frequently for consistency. More formal training for the rest of the staff is being considered. There was a Customer Service class put on by the Local Government Center; the speaker was very good; the class was free and well received. This speaker no longer is affiliated with LGC.

When the Directors meet once a month, they discuss concepts regarding building Friends of the Library, Technologies, problem solve, and trustee issues. Play-away was discussed and Diane noted the some vendors will give discounts for even two libraries so not every town has to buy. Different vendors are considered as are different websites. Diane said that some vendors do not have Coop prices and that sometimes the State negotiates prices. She said that our cooperative is not very big so we do not have much leverage. Budget constraints were mentioned along with possible changes in hours and service.

- Cab – Statistics
The Usage of patrons in other libraries continues and the Directors are pleased with the percentage of 1 in 7 after three years in existence. The glitches have been worked out and the numbers were discussed in detail. Cab explained the saving on cataloging...what is done in one library makes a duplicate in the other libraries go much quicker! Cab's pages of Statistics are included with these minutes.
- Diane – Business Plan (cost savings)
When asked about Sunday hours, Diane said that no member of our Cooperative has Sunday hours. While few libraries in NH do have Sunday hours, Windham does with a separate staff just for Sundays and are open 1-5 generally. We are all facing budget cuts and/or zero funding increases in our towns so the voters are unlikely to support extending and hours. We feel we have enough hours to help those working out of town or just long hours to get to the library on nights and Saturdays. Benefits from the state collection, and movies and music are most likely to be used by other town patrons. The focus on specialties takes lots of legwork Cab explained. Diane said that each library pull its own with the Online stuff and Audio books. Diane explained the many resources used to buy items. Diane was pleased to point out that our Cooperative was able to negotiate a better contract with ByWater than the state did and that a big advantage is that we are able to contact ByWater directly without having to go through the state first. IT cost and benefits were reviewed and were individual to each library.
- Kirsten – Policies and Programming

The fines have been increased from last year; all agreed the cost to replace are much more now. The Museum Passes can be picked up now 1 hour before the library closes if available. The process of obtaining the passes was explained as well as the benefits such as reduced rates on special exhibits. Sandown is going to test a Reimbursement System so people can just go and get reimbursed later by showing receipts. They will keep statistics and share what happens. The Home Bound Service in Atkinson was explained by Diane. She designates a staff member to work with the patron. Once the needs are determined the items are put into a bag and Elder Services comes to pick up the bag and deliver it to the patron. There are no fines charged for the longer time these items are out of the library. There are no insurance costs. Sometimes volunteers bring books to family and friends. There are a few restrictions. The availability of this service is advertised by information Elder Services have in their transport vehicles and in the Welcome Packet that our Friends group put together for new residents.

There was a lengthy discussion on Young Adults and how to draw them to the library. An example was made of Kathy Watson, Youth Director in Atkinson who won the CHILLIS award this year. She actively "Courts" them. Besides really enjoying them, she works closely with the schools; she runs a Volunteer Program with mostly teens; she puts on lots of creative programs, has a Reading Buddy Program where the older kids help/interact with reading with younger kids; just keep working really hard with lots of different attractions. Other Programming ideas discussed were the sharing of costs such as the Writer's Program two part series shared by Plaistow and Atkinson (first one held in Atkinson and the second half in Plaistow); Cooking Themed Programs which are very well attended; Local Authors, Local Artists and Photographers also were a great resource for programs. It was an enthusiastic discussion and it was agreed we could do amazing things together. It was also agreed Programming would be an ongoing topic in Director's discussions.

Update on 3.18 Koha Upgrade:

- Diane noted that there was a blip with the latest upgrade but that is to be expected... fingers are crossed at each upgrade. Upgrades happen twice a year which always bring better features such as Overdrive now which is a nice feature. She said that we are quite small in the big picture so we don't have the power lots of money to spend would give us.

Review of Current By-Laws:

- It was noted that SNHLC is open to having other libraries join. Hampstead was discussed and all agreed it would be a suitable match and asset. Since there will be a new person hired, we will ask to put in a plug to hire a person willing to take on this big project.

Old Business: There was none brought forward.

New Business: There was none brought forward.

Other: There was none brought forward.

Date for Next Meeting: The time of once a year was kept with the caveat of holding a special meeting if needed. The date was set for **May 2, 2016 in Plaistow.**

Alan Phair motioned to adjourn. Tina Owens seconded and the meeting was adjourned at 8:57 PM.

Respectfully submitted,

Linda S. Jette

YSD Bryant and I attended the YALS Spring Conference on Thursday, May 7th. I attended for free, as I was presenting.

- "Cool Technology for Readers" presented by Nancy Keane, Library Media Specialist at Rundlett Middle School.
 - Computer
 - Flipsnack.com (not a free site but you can make some flipbooks for free)
 - Youblisher.com - similar to flipsnack but free
 - Moovly.com built in animations can make a cool video
 - Computer and iPad

- Goanimate.com (cartoons but the site is now charging)
 - Makebeliefscomix.com - comic strips
 - Voicethread.com - can make short movies using photos and narration
 - Animoto.com - can make short movies using photos (YSD Bryant is using in conjunction with KL and PPL for end-of-year school presentations, since they're not allowed to visit anymore)
 - Thinglink.com – add “nubbins” to a digital picture to extend content
 - (how-to for Overdrive w/screenshots?)
 - Easel.ly.com – easy to use infographics maker. Also piktochart and canva
 - Soundcloud.com - voice recording for podcasts
 - (link book talk podcasts to catalog entries?)
 - (load book talks onto MP3 & circulate?)
- iPad only
 - storykit (it is actually for the iphone but works on the ipad) – can make an online picture book. You can use images or draw your own.
 - Sockpuppets – create a sock puppet scene using your own voice that is turned into sock puppet
 - Piccollage – create digital collages
 - Tellagami – short videos that feature a built in character talking
 - Hint: spell things phonetically so they will be pronounced correctly
 - Facetalk – similar to blabberize. Grab a photo and make it talk.
 - Haiku deck - slides
 - Aurasma – augmented reality.
 - Touchcast – newsroom app but can do so much more –for programming?
 - Vine – great for making 6 second videos on the fly. Can be added to your webpage or twitter stream
 - Livescribe pen – can add booktalks to the pen that will play when you tap a sound sticker
 - Record book talks & put audio stickers in each book?
 - Each pen ~\$100
 - Can record on multiple pens at once, so they'll all work for each book
 - Circulate pens for in-house use only?
 - Adobe Voice – Easy to use app that allows you to create a narrated story.
- Look for publisher book trailers
 - Post to children's website?
 - Post to Pinterest?
 - Put on digital picture frame & run all day at desk?
- Flume Award (NH high school reader's choice award) Booktalks presented by Kirsten Rundquist Corbett, Director of Sandown Public Library and Lisa Houde, Youth Services Director at Rye Public Library.
 - Spring 2015 Winner: *Eleanor & Park* by Rainbow Rowell
 - Fall 2015 Nominees:
 - *Beautiful Music for Ugly Children* by Kirstin Cronn-Mills
 - *Fan Art* by Sarah Tregay
 - *Far Far Away* by Tom McNeal
 - *Forgive Me, Leonard Peacock* by Matthew Quick
 - *I'll Give You the Sun* by Jandy Nelson
 - *More Than This* by Patrick Ness
 - *Scan* by Walter Jury and Sarah Fine
 - *Steelheart* by Brandon Sanderson
 - *To All the Boys I've Loved Before* by Jenny Han
 - *We Were Liars* by E. Lockhart

- “Grant Funding Tips” presented by Ellen Koenig of Full Circle Consulting
 - Answer questions as bullet points –it stands out better
 - Demonstrate why we are a credible organization to invest in
 - Use history/statistics
 - Don’t be afraid to say important things a couple of times
 - Shorter grants are easier to read, but harder to write
 - Why is this important?
 - Need
 - Data
 - Tell a story (thousands benefit, so & so in particular)
 - Sensible plan (with your funding we will do x,y,z, and here’s how)
 - Evaluate
 - Anticipate questions and answer ahead of time
 - Answer every question
 - Follow all instructions
 - Have someone edit application (outside of your field is better)
 - Questions? Contact the granting organization and ask
 - Use guidestar.org to view tax statements (990 form) for a history of what and how much they have given in the past
 - If you do not receive a confirmation, check in
 - Make a copy before submitting
 - Grant finding
 - Subscription databases:
 - Foundation Center (free at PSU)
 - Grant Station
- Luncheon speaker Nancy Werlin, author of nine YA novels including New York Times-bestselling fantasy (Impossible), Edgar-Award winning suspense (The Killer’s Cousin), and National Book Award-honored realistic fiction (The Rules of Survival). Her newest book is Unthinkable, a companion novel to the fantasies Impossible and Extraordinary.

Our new library loveseat was delivered on Tuesday, May 12th. Patrons are loving it both in person and on Facebook!

I attended the Merri-Hill-Rock meeting at the Nashua Public Library on Wednesday, May 13th. We had a roundtable discussion on goal-setting.

- The Griffin Free Library created a strategic plan, inviting the public to participate, but not doing focus groups or hiring a mediator/coordinator.
 - Can use the plan to reject some propositions/demands if don’t fit into plan
- The Rodgers Memorial Library created a strategic plan after running a survey.
 - They created Sunday hours
- The Hooksett Public Library Director, who suggested this topic, creates one-to-two year goals, with the thinking that the library landscape is changing so much, it’s not worthwhile to plan a whole lot beyond that.
- The Kelley Library is in their third year working toward their goal of updating the main floor of the library.
 - More smaller tables/sitting areas rather than larger tables used by one person
 - Replaced public computers
 - Converting to BISAC
 - Use Naxos music library –yearly database rate, not pay-per-use service

Next meeting: June 10th at the Plaistow Public Library.

I attended the Joint Loss Management Committee meeting on Wednesday, May 13th. I came away with a self-inspection checklist. We discussed the energy-saving lighting conversion program from Eversource, but the program is only good for this year, and the funding for such a project was not budgeted for.

I attended the New Hampshire School Library Media Association conference on Thursday, May 14th. I attended for free, as I was presenting.

- Keynote Speaker: Sigmund Brouwer: The Power of Story
 - Emphasized story versus books. Books and reading are just tools to get you to the story.
 - He writes hi-lo books (high interest, low difficulty).
 - He pairs music with story to attract students he speaks to.
- Isinglass Award (NH middle school reader's choice award) Booktalks presented by Yvette Couser, Director of the Merrimack Public Library, and Amy Perry, Barrington Middle School Librarian (I will add these titles to the Teen Book Award Kindle)
 - 2014-2015 Winner: *Prisoner B-3087* by Alan Gratz and Jack & Ruth Gruener
 - 2015-2016 Nominees:
 - *The Iron Trial* by Holly Black and Cassandra Clare
 - *The War that Saved My Life* by Kimberly Bradley
 - *Devil's Pass* by Sigmund Brouwer
 - *Invisibility* by Andrea Cremer and David Levithan
 - *The Eye of Minds* by James Dashner
 - *Unstoppable* by Tim Green
 - *The Summer I Saved the World in 65 Days* by Michele Weber Hurwitz
 - *The Mark of the Dragonfly* by Jaleigh Johnson
 - *The Statistical Probability of Love at First Sight* by Jennifer E. Smith
 - *The Rule of Three* by Eric Walters
 - *Loot* by Jude Watson
 - *I Am Malala: How One Girl Stood Up for Education and Changed the World* by Malala Yousafzai and Patricia McCormick
- Luncheon Speaker: Matthew Winner, The Busy Librarian: Be the Hero
- Flume Award (NH high school reader's choice award) Booktalks presented by Kirsten Rundquist Corbett, Director of Sandown Public Library and Lisa Houde, Youth Services Director at Rye Public Library.
 - Spring 2015 Winner: *Eleanor & Park* by Rainbow Rowell
 - Fall 2015 Nominees:
 - *Beautiful Music for Ugly Children* by Kirstin Cronn-Mills
 - *Fan Art* by Sarah Tregay
 - *Far Far Away* by Tom McNeal
 - *Forgive Me, Leonard Peacock* by Matthew Quick
 - *I'll Give You the Sun* by Jandy Nelson
 - *More Than This* by Patrick Ness
 - *Scan* by Walter Jury and Sarah Fine
 - *Steelheart* by Brandon Sanderson
 - *To All the Boys I've Loved Before* by Jenny Han
 - *We Were Liars* by E. Lockhart
- Why Boys Lit Gets a Bad Rap presented by Michael Sullivan, Director of the Kingston Public Library
 - "Boys literature" really means highly interesting literature –both fiction and non- for reluctant or struggling readers.
 - Just because it's bad doesn't mean it would be good for boys. A bad book will cause struggling readers to stop reading altogether, or lose faith in the person who provided the bad book.
 - I won an autographed set of Mike's *Escapade Johnson* series, provided to YSD Bryant for summer reading prizes.

Our iPad stations in the Children's Room were installed by volunteer Gary Corbett on Saturday, May 16th. I am working on the child-safe configurations of the iPads, as well as app selection and installation.

I attended the NHLTA Conference on Monday, May 18th.

- Keynote: How the Future Requires that We Re-Envision Public Libraries presented by Norman Jacknis
- Ask and You Shall Receive presented by David Simpson
 - The ABCs of Fund Raising
 - Rules of the Game
 - A Culture of Giving
 - Creating a donor:
 - Categories of giving:
 - Individuals
 - Annual Gifts –this is usually the entry point for a donor
 - Capital Gifts –a major gift for a specific purpose, usually made in a pledge period of several years and can be a gift naming opportunity
 - Endowment Gifts –a planned gift, after several years of cultivation, usually a gift asset, frequently through their estate plans. Sometimes they just come in as a surprise gift of treasure (like in VT)
 - Consider this as the “final” gift to support the programs that the donor believes in very strongly
 - This usually comes from individuals or families that have a strong affiliation with the town or to recognize a special member of the family. This gift is provided for in the estate plans of the donor and, as a matter of practice, should be directed to the institutions endowment
 - A planned giving program is usually set up by larger institutions for this specific type of giving. Your local library can set up a modest effort as follows:
 - In-Kind Giving –time and talent
 - Soliciting Foundations
 - D thru Z: Applications of the ABCs to Your Library
 - “To give away money is an easy matter and in any man's power. But to decide to whom to give it, and how large and when, and for what purpose and how, is neither in every man's power nor an easy matter.”
 - Before you start out on this effort, ask yourself:
 - So why should you do this hard work?
 - So why are you asking for more?
 - What we have is good enough, or isn't it?
 - Is your reason because in every case your library could be better and provide more services to current patrons and attract more patrons in the door to discover this wonderful community place –a place that is a lot more than just books –it is the center of a vibrant community!
 - Annual Giving is to ask for money or other gifts that help your library to be a better place. The ask and the gift are to be completed within a calendar year. The construction of a donor base is necessary and the use of software will help.
 - Capital Projects –To ask for substantial amounts of money to be paid over a multi-year pledge period. These funds to be used to undertake a major renovation, building upgrade, purchase of adjacent land or a new building. This may or may not include a request for town funds through a warrant.

- Before undertaking a major capital campaign, ask yourself the WWWW questions:
 - WHY are we doing this?
 - WHO is going to do it? A full range of volunteers of all ages will be needed, as well as professional help and town support. (Hire a consultant?) How will we fund the costs related to funding this effort?
 - WHEN are we going to undertake this project? (There is, in fact, no good time or bad time; there is just a time.) Please keep in mind that it takes a long time.
 - HOW are we going to do it?
- Endowments
- Special Events
 - Events are run for fun and friends-making
 - The objective is to get folks in the door, most especially if they are ones that have not been there before.
 - They require work, probably beyond the time that staff has, so make good use of volunteers of all ages
- Foundations
 - Contact the area representative for the NHCF and discuss what might be available in trust funds and donor advised funds that you can apply for
 - Inquire of other organizations in town as to success with foundations
 - Search Internet sites of foundations for one that might be a match such as they give in NH, support young people programs, senior citizens, people with physical, visual, hearing impairments
 - Make use of the NH Center for Non-Profits
 - Talk with other libraries or schools as to their success
- Your real job is institutional advancement. As the child must crawl before walking and walk before running, so, too, must your library start out in the right way. This would suggest that there be an effort to “romance” the public with a comprehensive marketing effort that includes public relations, press releases, speaking engagements, exciting programs, and more. From there you can go on to bigger and better things.

To go from nothing into a multimillion dollar campaign is a very difficult effort. Much of the material in this presentation requires a real cultural change for all those connected with the library and town residents. Securing the future makes this work worth it all.
- Becoming a Confident Library Spokesperson presented by Cynthia Poltack, President of Amoskeag Better Communicators Toastmasters Club
 - We remember:
 - 7% of what we hear
 - 87% of what we see
 - 94% of what we see and hear
 - What you say is important. How you say it is memorable.
 - What to say:
 - Consider the following to make an impact and an emotional connection:
 - Audience
 - Purpose
 - Stories –relate to message and audience to make memorable
 - Elevator pitch
 - Keep in mind the previous points and include:
 - I (can/will do ... for)
 - You
 - Benefit

- Emotion
- How to say it:
 - Be aware of the following when presenting:
 - Speech
 - Gestures
 - Space
 - Vocal variety –pace, pitch, tone, volume
 - Eliminate filler words
 - Get comfortable with pauses
 - Eliminate nervous habits
 - Add gestures that emphasize points –fit to room size
 - Use space, but don't pace (walk, make a point, walk, make a point...)
 - Look at everyone –don't favor one side of the audience
- How to speak confidently:
 - Reduce the jitters, butterflies, and nervousness
 - Know material
 - Visualize
 - ABS (arrive early, breathe, stand up (more calming than sitting down))
 - 10 minutes practice for one minute of speaking time
 - Never read –use index cards if necessary for reference only
 - Practice where you'll stand to make each point, which gestures to use, where to pause
 - Imagine yourself succeeding
 - Your audience wants you to succeed –they are genuinely interested in what you have to say
 - Show your passion –What you do has enormous value to the community. Showing your passion infuses more energy/power into speech.
- The Other Money: Beyond the Town Budget, presented by Terry Knowles, Assistant Director, Charitable Trusts Unit
 - Potential funding sources
 - Public money
 - Tax appropriation
 - Expendable trusts
 - Capital reserve funds
 - Private money
 - Donations
 - Bequests
 - Trust funds
 - Endowment funds
 - Outside money
 - Friends groups
 - Supporting foundations
 - Grants
 - Fundraising
 - Other money
 - Fine money/lost books
 - Income generating equipment
 - Contacting the Attorney General
 - Department of the Attorney General
 - Charitable Trusts Unit

33 Capitol Street
Concord, NH 03301-6397
Website: <http://www.doj.nh.gov/sitemap/charities.htm>
Phone: 603-271-3591
Fax: 603-223-6221
E-mail: terry.knowles@doj.nh.gov or thomas.donovan@doj.nh.gov

I attended the Friends of the Sandown Public Library meeting on Monday, May 18th.

- They voted to fund:
 - \$200 for the See Science Center pass
 - \$300 for the Museum of Science pass
 - \$150 for the Hiking the Appalachian Trail program coming up on May 26th
 - \$250 for the storyteller program coming up on July 14th
- The Ice Cream Social will be on June 24th.
- Next meeting: July 20th

I spoke with Town Administrator Blaisdell about landscaping and possible removal of trees and shrubs outside of the library. We discussed a possible irrigation system, as well as the fact that we haven't heard anything about the results of the recent water testing.

I will host the SNHLC meeting here in Sandown on Thursday, May 21st.