

**Annual Meeting**  
**Wyomissing Public Library**  
**Meeting Date: November 10, 2009**

The Annual Meeting of the Wyomissing Public Library met on Tuesday, November 10, 2009 in the Community Room of the Library. Susan Denaro called the meeting to order at 5:00 P.M.

**Members Present:** Greg Ciatto, Susan Denaro, Lynn Driben, Mary Rebecca Freymoyer, Denise Greenwood, Robert Jakubek, Barbara Kline, Jeri Kozloff, Judy Phelps, Blythe Ratcliffe, John Schmoyer, Karen Schroder, Ann Sutherland, Diane Yoh , Heidi Ziemer

Honorary Members: Elizabeth Rothermel

Library Director: Colleen Stamm

Additional attendees: Ronald Hunsicker

**Minutes of the 2008 Annual Meeting:** motion by Judy Phelps to approve the minutes; seconded by Heidi Ziemer. The Board approved the motion.

**President's Report: Marlisa Mizerak was absent. Presented by Susan Denaro.**

This year could best be described as a time of change and challenges.

Having begun her tenure as Library Director late in 2008, Colleen Stamm continued to grow into her position, impressing the Board at every turn. The staff responded well to the change in leadership and seem to both respect Colleen's authority and find her responsive to their concerns.

One of Colleen's first tasks was to find her replacement as Children's Librarian. Her selection of Corinne App has proven to be an excellent choice. Corinne's programs have been imaginative and successful and she seeks opportunities to partner with other community organizations.

The Library continues to look to the future by finding ways to embrace the digital age. Patrons can now download audio books via the Library's website. Cataloger Jonathan Moore has created a Facebook presence for the organization and the Library's website design continues to evolve, allowing for greater communication opportunities with the public.

As the staff carried out these tasks, the Board worked on some "housekeeping." One of the first challenges the Board faced in 2009 was finding new health insurance for the Library's full-time employees. As the previous coverage, provided through an arrangement with the Wyomissing Borough, was no longer available, an alternative was needed that met the needs of the employees and the Library's budgetary requirements. Given the small number of full-time employees, this

was a daunting undertaking, but through the Power Kunkle Group, good coverage for a good price was found.

Two members of the Board, Susan Denaro and Judy Phelps, reviewed the organization's By-Laws and presented an updated version to the Board. During this process, it became apparent that portions of the employee handbook were also outdated, and these were updated as well.

Certainly the current economic climate affected the Library and the Board. In the past, fundraising committees have been ad hoc. However, it became clear that there is a need for a standing fundraising committee devoted solely to identifying fundraising opportunities, planning events and seeking out benefactors in the community. The Board approved the creation of this committee and the newly formed group used 2009 as a time to map out a fundraising strategy for the following year.

The downturn in the economy also had an impact on the 2010 budget process. It seemed inevitable that local and state funding would be lower for the next fiscal year, and so the Finance committee worked closely with Colleen to develop a budget that would allow the Library to continue offering the same level of service to the community while also being fiscally responsible.

It is a testament to the level of commitment of both the staff and the Board that the Wyomissing Public Library ends 2009 hearing strong positive feedback from the community. Despite the challenges faced, it is clear that the Library will continue to be an invaluable part of Wyomissing.

### **Treasurer's Report: Blythe Ratcliffe**

- **2008 Financials:**
  - The 2008 Financial Statements were audited by the outside firm of Deysher & Hartman, CPA. There were no significant findings.
  
- **2009 Year-to-Date Performance:**
  - For 2009, a deficit of \$7,885 is predicted. As of October there is a surplus of \$4,099. Best estimate for year-end is an assumption of a \$5,000 loss for November and a \$5,000 loss for December. This will net out to a 2009 year-end deficit of approximately \$5,900.
  - In 2009, the following building/maintenance expenses were incurred:
    - Roof repair \$1,565 (Dave Campbell roof Repair)
    - Heater repair \$1,436 (Blanski )
  
- The committee updated a capital budget for planning purposes. The following items were listed, but the revenue to support these need is still in question (Wyomissing Borough, grants and larger gifts to the library may support capital needs).

|   |           |
|---|-----------|
| • Replacement of three A/C units                          | \$16,278  |
| • Berm constructions (storm water runoff) and landscaping | \$ 7,500  |
| • Replacement of Heater                                   | \$35,000* |

TOTAL (separate line item in 2010 budget) \$58,778

\*may need to do major repairs to heater instead of replace. Repair costs not submitted yet.

These items are also on the capital replacement needs list but not included in the 2010 budget:

- Replacement of water heater \$ 1,500
- Replacement of carpets \$ 3,000

- **2010 Budget:**

- For 2010, the library is again planning to incur a deficit (\$2,159). This is assuming the Borough's support is at the 2008 level of \$165,000 (not the 2009 level of \$185,000).
- State Aid is decreased 20% from \$50,233 (2009) to \$40,181. Access PA money \$7,898 (2009) is assumed to be cut by 50% to \$3,500. Association dues as of October 2009 are \$26,987, or 67% of the \$40,000 goal. Estimated 2009 Association dues revenue is between \$35,000- \$40,000. 2010 Association dues have been budgeted at \$38,000 based on current trends.
- A \$10,000 Fundraising goal was added to the budget bringing and the former contribution/grants line from \$10,000 in 2009, to \$17,500 in 2010. These numbers, for the first time, are broken out and budgeted by line item as follows:

| Acct# | Description                      | 2010 Budget |
|-------|----------------------------------|-------------|
| 3600  | Contributions (General/Memorial) | \$ 5,000    |
| 3601  | Fundraisers                      | \$10,000    |
| 3125  | Designated Grants                | \$ 2,500    |
| TOTAL |                                  | \$17,500    |

- Although not finalized, salaries are expected to increase by approximately a range of \$1,107 - \$4,458 based on the salary % that is selected and voted on (0%, 1%, or 2%). Utilities continue to trend upwards. Increased expenditures for physical plant improvements/repairs are also expected. A *Capital Replacement Needs* priority list was updated.

- **Investments:**

- Long Term Reserves are invested in a selection, unchanged during 2009, of Vanguard Funds, allocated between capital preserving investments, and growth investments. Due to the reaction of the market to recent economic events, the value of the investments has increased by approximately 12.4% in calendar year 2009: 12/31/08: \$134,460.24. 9/30/09: \$151,191.69

- **Miscellaneous:**

- Blythe Ratcliffe will continue as the treasurer for 2010.

**Finance Committee: Blythe Ratcliffe**

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A budget presentation and request for funds of \$165,000 (matching 2008 funds) was made to the Wyomissing Borough by John Schmoyer and Colleen Stamm. Cost cutting scenarios were outlined (decreasing or eliminating staff raises and/or decreasing library hours).

As of September 30, 2009, the reserves of the library include an M&T money market account of \$35,384.63, Vanguard Group holdings of \$151,023.91, endowment funds at Berks County Community Foundation of \$22,148.15, and annual support from the Anna Thun Foundation Trust which had a balance of \$35,727.60.

Support for and use of the library remains strong in the community, however, the committee recommends that the Board be vigilant in these tough economic times and aggressively pursue all types of financial support for the institution. An additional \$10,000 fundraising goal was included in the 2010 budget.

**Community Affairs Committee: Denise Greenwood reported by Diane Yoh**

The Community Affairs Committee focused on programs that have met with success in recent years: the annual Volunteer Lunch held in the spring, the Rubber Ducky Race on the 4<sup>th</sup> of July, and the Holiday Centerpiece Event in December.

- The Volunteer Lunch was held in April and the Library was closed for an hour so that all staff and volunteers could participate. Attendance was strong. As in the past, Cloud Nine catered the event, and the volunteers seemed very pleased with the fare. However, some

board members have suggested that, to cut costs, future events be potluck and the table top decorations which are given to the volunteers (typically pots of Gerbera daisies) be eliminated.

- The Rubber Ducky Race was conducted as in the past, but the Committee, at the Board's suggestion, moved from a fifty-fifty payout to specific prize amounts for 1<sup>st</sup> and 2<sup>nd</sup> place winners. As in previous years, this was a successful fundraising and community relations activity for the Library.
- The Holiday Centerpiece Event returns this year after a two-year hiatus, and we expect participation to be as strong as it was in the past.

### **Building & Grounds Committee: Greg Ciatto**

In 2009, the library incurred the following major building maintenance:

- Roof Repair
  - Dave Campbell Roofing completed the following repairs:
    - Removed the heat stack and existing slate from the perimeter of the heat stack to expose the entire galvanized flashing.
    - Flashed entire galvanized base flashing with 12" uncured rubber flashing material.
    - Reinstalled slate, replaced broken slates, and fastened with copper nails.
    - Replaced approximately 8 slate tiles in the work area gables.
  - Cost of repairs was \$1,565
- Boiler Repair
  - Blanski, Inc. replaced the boiler pump and motor assembly.
  - Cost of repair was \$1,436.42

Capital Replacement Needs for 2010:

- Air Conditioning
  - Replacement of the 3 A/C units and blower coils for old section of the building. Luppold Heating and Cooling proposal dated 8/22/06 includes permit and engineering expense.
  - \$16,278
- Berm & Landscaping
  - Construction of berm for storm water runoff. Re-landscaping of north and northeastern sides of building.
  - \$7,500
- Boiler
  - Replacement of current unit. Verbal quote by Blanski, Inc.
  - \$35,000
  - The committee will get a paper quote in 2010 from other companies.

Total Capital Replacement Needs: \$58,778

**Community Contributions: Karen Schroder**

The newly created Community Contributions Committee has had a challenging and busy year investigating and developing possible fundraisers for the WPL.

In response to the threatening cuts in our funding and the difficulty presented in fundraising in this economy, we have set a goal of raising \$50,000 next year (\$40,000 Membership Drive + \$10,000 in additional projects) to make up for some of the loss in state funding. It is an ambitious goal, but the Board is committed to keeping our library well staffed and continuing to provide the same level of services to the community.

During the past few months, we held a bake sale around a flu shot clinic which netted \$223.05. This inspired a second bake sale and a separate pulled pork barbeque sale on Election Day (the library is a polling location) which raised a combined total of \$1,297. We will look to continue and expand upon these fundraisers next year on both Election Days.

The committee currently is considering the pros and cons of including a food sale fundraiser at the 4<sup>th</sup> of July festival at the Stone House. WPL already has a presence with the rubber duck races which traditionally raises about \$500. Through a bake/barbeque sale we may be able to expand our fundraising opportunities to a captive audience. Additionally, we plan to introduce a "Presidents' Birthday Party" fundraiser in February.

The bi-annual Association Membership Drive letters were mailed in May and October of this year. We had 267 people respond to our first request for a total of \$18,826 in contributions. The second fund drive was sent out in mid-October and was sent to any person who donated in the past but did not give thus far in our calendar year. For the first time, the mailing list also included patrons who use the library but live outside the Borough. Many of these letters included personal notes from Board members. So far, we have had 100 people respond for a total of \$8,161. The library continues to receive contributions from the second fund drive letters. As of the end of October, the library has received a total of \$26,987 in contributions from 367 members throughout the year. The total number of members at the close of 2008 was 469 with contributions totaling \$36,717.

The fundraising committee extends thanks to all of our supporters and in particular the Council of the Wyomissing Borough. We will continue to try to bring innovative fundraising opportunities to the WPL next year and in the years to come.

**Nominating Committee: Judy Phelps**

On behalf of the Nominating Committee, Judy Phelps proposed the following new voting Board members for the 2010 Board of Trustees of the Wyomissing Public Library: Maria Nawa, Heidi Ziemer, and Meghan Ehrlich. The following At-Large Members were proposed: Doug Weaver, Karen Schroder, and Marlisa Mizarek. The following Honorary Members were proposed: Leslie Bell, Bruce P. Bengtson, Ruth Ann Bengtson, Mary A. Capallo, Anne O. Moll, Thomas M. Moll,

Thomas E. Roberts, Elizabeth B. Rothermel, Geoffrey M. Stoudt, and Lisa K. Gallen. Lynn Driben made a motion to approve these recommendations. It was seconded by Susan Denaro. The Board approved the motion.

The Nominating Committee members made a motion to recommend the following slate of Officers for the 2010 term. This slate will be voted upon at the December, 2009 regular meeting of the WPL Board of Directors.

**Executive Committee**

President: Susan Denaro

Vice President: Mary Rebecca Freymoyer

Treasurer: Blythe Ratcliffe

Recording Secretary: Lynn Driben

Corresponding Secretary: Judy Phelps

**Library Director's Report: Colleen Stamm**

During this past year, the library has welcomed more than 49,000 visitors into the library. Through October, the library has circulated over 83,000 items, which is a 15% increase over 2008. The number of computer users has continued to rise. On average the library has 588 users per month. As the economic conditions have worsened, the library has become an increasing valuable mainstay for the community.

My promotion to Director in 2008, left a vacancy for the Children's Librarian position. After searching for 2 months, Corinne App was hired on February 2, 2009. Corinne has exceeded our expectations by continuing exceptional Children's Programming. She has continued popular library programs while also introducing new programming ideas. The library has entertained almost 5500 guests throughout the year at storytimes, craft sessions, and the summer reading program. Statistics for children's programming attendance have increased by 32% in 2009.

In an effort to increase teen library participation, Corinne App began the Teen Advisory Board, a group of teens who participate in and influence the functioning of the library, especially teen programming and library materials. Board membership and participation is steadily increasing as teens are learning what the library can offer. Serving on the Teen Advisory Board is a wonderful way for teens to become involved in their community while supporting the library.

We have continued to incorporate technology into library services with the addition of downloadable audio books. Library patrons can now download over 1,700 eAudiobooks, digital audiobooks, to any computer or portable device 24 hours a day, 7 days a week. In addition to updating the library's website, our cataloger, Jonathan Moore, helped increase the library's presence on Web by creating a page on Facebook, a popular social networking website. Corinne App uses this website to advertise programs and happenings at the library.

The three remaining dated public access computers were replaced in 2009 with the \$2,600 grant we received from the Bill and Melinda Gate Foundation (Phase 2 of the grant). We now have six state-of-the-art public access computers, which can be used by both adults and children. In 2009,

Corinne App, submitted a grant proposal to Target Corporation in search of support for a movie program. We were awarded \$1,000, which was used to purchase a two-year movie license and LCD projector. Corinne began hosting monthly movie matinees for children in September.

As 2009 comes to a close, it is apparent that the library is an integral part of the community. Children are coming to our library in record numbers, and adults continue to rely on the library for traditional materials like books and magazines. The library is also seen as a place to access the Internet using up to date computers. To remain pertinent and valuable in our community, we must continue the traditions of the past while keeping an eye on the future and the anticipated needs of our patrons.

Denise Greenwood made a motion to adjourn the meeting. It was seconded by Diane Yoh.

The meeting adjourned at 5:30 p.m.

Respectfully submitted,  
Susan N. Denaro