

Minutes of the Board of Directors
Wyomissing Public Library
Meeting Date: Tues, March 9, 2010

The Board of Directors of the Wyomissing Public Library met on Tuesday, 3/9/10 in the Community Room of the library. Susan Denaro called the meeting to order at 4:10pm.

Members present: Susan Denaro, Lynn Driben, Meghan Ehrlich, Mary Rebecca Freymoyer, Bob Jakubek, Barbara Kline, Blythe Ratcliffe, John Schmoyer, Ann Sutherland.

Honorary members: None

Library Director: Colleen Stamm.

Additional attendees: Ron Hunsicker

Minutes from the February meeting were approved as circulated.

President's Report: Susan Denaro

No report.

Treasurer's Report: Blythe Ratcliffe

The February 2010 budget reflects a YTD loss of (\$11,422). The projected loss was (\$2711). On the income side, YTD Association Dues were down (\$2,555 actual vs. \$6,333 projected) and Fund Raising was down. However, as previously discussed, the budget does not accurately reflect the timing of expected income. On the expense side, YTD Library Materials expenses were higher than forecast (\$9435 actual vs. \$6,028 projected) and Supplies expenses were higher than forecast (\$1998 actual vs. \$833 projected).

Corresponding Secretary: Judy Phelps

No report.

Library Director's Report: Colleen Stamm

1. Circulation: In February 2010, circulation was 8021 which was a 3% increase over the February 2009 (7757 items). One-click downloadable audio circulation for February 2010 was 43 accesses.
2. People: In February 2010, there were 3689 people who entered the library which is a 38% increase over February 2009 (2670 people).
3. Computer Users: In February 2010, 507 people used computers which is a 0.2% decrease over February 2009 (508 people).
4. Children's Programming: In February 2010, there were 263 children, teens and adults who

participated in 17 children's programs which is a 18% decrease over February 2009. The decline in statistics can be attributed to the inclement weather. The library had to cancel 3 programs and reschedule one program due to inclement weather.

Committee Reports:

1. Association Membership: Barbara Kline

The Association Letter mailed 2/24/10. Responses are received by the library daily. The cost for the mailing was \$2214. Expenses were higher than expected because we did not budget for a return envelope or a fold and insert fee which was incurred at the last minute to make up for snow related delays. Two board members mentioned that they did not receive the letter. Barbara will investigate; she said we get our mail list from the borough.

2. Building and Grounds: Greg Ciatto

No report.

3. Community Affairs: Lynn Driben

The Community Affairs committee distributed invitations to the Volunteer Appreciation Lunch which will be held Thurs, 4/22 at 1pm. Cloud 9 was selected as the caterer. The library's six volunteers will be recognized at the event with a book plate placed in their book of choice. Severin Fayerman will speak on Tues, 10/5 at 7pm and Bruce Becker, author of Kindness and Compassion, will speak on Sat, 10/16 at 1:30pm. Both events will be promoted through the county-wide Reading Reads program.

4. Fund Raising: Mary Rebecca Freymoyer and Hedi Zeimer

(a) A PJ party fund raiser will be held Friday, 3/12 from 6pm-9pm featuring Charlie and Chocolate Factory. Bob Jakubek, his wife and Mary Rebecca Freymoyer will chaperone. Ten children are signed up. The fee is \$10 per child. The next PJ party is scheduled for Friday, 4/16 and chaperones are needed. (b) Board members were invited to stay after the meeting to help sort ducks for the July 4th event. Ducks will be pre-sold this year at the library front desk and at various locations around the Stone House on the day of the event. Board members will also be asked to pre-sell 40 ducks each. Proposed duck prices are \$1 for one duck and \$5 for six ducks. (c) A sale of used books is planned for a weekend in May or June over 3-4 days. An idea to sell preview tickets to attend the night before is under consideration. Books available at the end of the weekend event could be donated to the Garden Party and/or offered as part of the library's ongoing book sale. (d) Mary Rebecca is working with Colleen to purchase a digital picture frame to display on the front desk near check out. The frame would display upcoming library events. (e) Mary Rebecca suggested the library consider tracking marketing data on patrons to better track and target promotions. Options for software and maintenance need further investigation. (f) The signature fund raising event planned for the April to celebrate the library's birthday is on hold because of a need to acquire a liquor license. (g) Colleen will check with the borough if we are allowed to sell pork BBQ sandwiches and baked goods on election day which is May 18th. (h) A draft of a proposal to commission the installation of a mural using tiles or other media for the children's section of the library was distributed. This project is intended to be a fund raiser. (I) The library raised \$150 by hosting a two hour birthday hour party for a patron on Friday, 3/5 from 5pm-7pm (which are after library hours).

5. Nominating: Ann Sutherland
No report.

Board Education: Colleen Stamm

Colleen provided each board member with a copy of Valuzine. This periodical began mailing in January by Rodney Hojnowski, a library volunteer, as a new business venture. It has a format similar to Clipper Magazine and it targets 35K households in nine zip codes in Berks County including Wyomissing. Rodney had space available in January and February so he featured (at no cost) a full page advertisement promoting the WPL's book sale. Colleen will send him a thank you note and work with him to include additional information if he is able to feature the library in future issues.

Unfinished Business:

All board members were asked to submit a signed copy of a Conflict of Interest and Confidentiality Certification.

New Business:

The library's new server does not offer adequate protection from spam which continues to increase. Colleen spoke with Lynx Computer Technologies who recommended software called MX Logic. The cost is \$2.75 per email address per month. The library maintains 5 email addresses so the cost per month would be about \$14. The board recommended that the library purchase the software.

A motion was made and seconded to adjourn the meeting. The meeting adjourned at 5:00pm.

Respectfully submitted by Lynn Driben

Next Executive Meeting: Tues, April 6, 2010 at 4pm.

Next Board Meeting: Tuesday, April 13, 2010 at 4pm.