

**Wyomissing Public Library**  
**Board Meeting**  
**Tuesday January 28, 2014**  
**4:45PM**

Meeting called to order at 4:50PM

**Members Present:** Laurie Waxler, Sara Cosentino, Joe DeMarte, Dan Rothermel, Doug Weaver, Allen Miller, Brian Nugent, Heather Mikes Miller, Terri Stallone

Library Director: Colleen Stamm

Kultivate Presentation: Kristine and Brian Parkes, consultants with Kultivate, presented their development plan for the Wyomissing Public Library. Then Plan was completed in December 2013. The purpose of the plan is to help the staff and board set realistic goals with respect to the annual budget and to recommend steps to reach these goals.

Kultivate distributed a complete packet of the goals and recommendations. Kultivate suggests an incremental improvement to the WPL fundraising and a need to better our “appeal” to the public. A general outline follows.

1. Fundraising Dashboard: A uniform account of all fundraising information must be created to keep all data current and accessible to all staff and board members.
2. Appeals: Solicitation of the entire community should occur at least twice a year with the ask being as personal as possible. A staff and board appeal is also recommended. 100% participation is good PR.
3. Events:
4. Donor Acquisition: Most Critical. Must acquire 75 new individual donors each year. Studies show that 70% of current donors will be lost in five years. We must show “value” of the library to the community.
5. Cultivation: The process of gradually developing the donors’ interest in the Wyomissing Public Library. We must keep track (better record keeping) of all donors through personal contact. People want to support people not organizations.
6. Major gifts: A work in progress for the library.
7. Grants: Only 15% of income in the last year.
8. Sample charts, letters, development calendar

**Presidents Report:**

1. The number one goal for 2014 is to increase membership. Out of the 6800 households in Wyomissing only 500 are members.
2. The executive board held a retreat in January. A major focus was to update the booklet and all library forms.
3. The endowment fund has been established through the Berks County Community Foundation. It has been recommended that we do not take the eligible draw on the investment but to ‘bank’ it for a rainy day.

4. Responsibilities of the Trustees were reviewed. Laurie stressed the need for all to stay committed and involved if the Library is to continue to succeed and grow.
5. Calendar of Events: A year long overview of all Library activities/fundraising
6. Confidentiality Certification: Please read and sign all documents. Keep one for your files and return one signed copy to Colleen.
7. Committee assignments: All board members have been selected to serve on at least two committees. Please review the assignment sheet and if you feel you would like to join others or you would serve better on another committee please contact Laurie.

### **Treasurer's Report:**

For the year of 2013 the WPL incurred and overall monetary loss of \$13,291. The budgeted loss of \$11,902 was exceeded by \$1,389.

#### **1. Income Positives:**

- Association Dues exceeded budgeted amount by \$7,786 ...Brought in \$47,786 vs \$40,000 budgeted
- Contributions & Grants...\$10,876 vs \$5,500 budgeted
- Berkshire Charitable...\$15,000 vs \$5,000

#### **2. Neutral:** Fund Raising exceeded the budgeted amount

- 2008: \$0.00
- 2009: \$1,455
- 2010: \$8,210 (464% increase over 2009)
- 2011: \$11,512 (40% increase over 2010)
- 2012: \$17,121 (49% increase over 2011)
- 2013: \$13,246 vs \$12,000 (down from 2012 but second highest since fund raising committee was formed)

#### **3. Income negatives:**

- Berks County Coord. Aid: Down \$900 (\$3,586 vs \$4,500 budgeted)
- Book Fund: Missed target by \$1,931 (\$3,069 vs \$5,000 budgeted)

#### **4. Expenses Positives:** Not much of significance that came in under budget

- Utilities lower than budgeted (\$16,262 vs \$18,000)

**5. Neutral:** Professional Fees are over budget by almost \$2,500 (\$4,946 vs \$2,500 budgeted). But, the difference was from the decision to use a payroll company to process the library's payroll (which had not been budgeted).

#### **6. Expenses: Negatives:**

- Library Materials: \$4,731 over budget (Spent \$40,831 vs \$36,100). This expense has to be 12% of our total revenue. Somehow
- Maintenance was up --- \$3,579 over budget (\$12,579 vs 9,000)

**Library Director's Report:** The ends of the year numbers are better than expected. Materials were only down 1%, which was a relief. The Library will be discontinuing the audio--- book program for the New Year when the contract is up for renewal. Overdrive is up again. Miss Corinne has been ordering children's books and they are getting more downloads.

Circulation report:

1. Circulation: Circulation for the month was 6,150, a 7% increase over last year
2. Overdrive: There were 34 downloads
3. People: 2,520 people entered the library which was a 44% decrease
4. Computer: 502 computer uses, no change
5. Children's programming: There were 831 children who participated in events for a 61% increase
6. Adult programming: 78 adults participated for a 189% increase

**Committee Updates:**

1. **Community Affairs:** The Great Decisions Program has been finalized and the first presentation is on March 4. The sign up sheet to chaperone the evenings was circulated to all board members. If you have not signed up please do so. Upcoming events are the Volunteer Luncheon and Money Smart Week.
2. **Building and Grounds:** In January ice dams formed on the library roof. Different solutions were discussed to remove the ice with minimal damage to the structure. It was decided to let Mother Nature melt the ice (weather permitting) and for Earl to keep an eye it.
3. **Nominating: no report**
4. **Fundraising: no report**
5. **Finance:** See Treasure's report
6. **Personnel:** During the Executive Board retreat a 1.5% increase in salary for all staff members was approved. The full time staff will also begin contributing to their health care plans in 2014.

**Unfinished Business:** None

**New Business:** None

Meeting was adjourned at 6:00PM

Next Executive Board Meeting: Tuesday February 11 @ 5:00PM

Next Board Meeting: Tuesday February 18, 2014 @ 4:30PM

Minutes submitted by Terri Stallone