

Oxford Public Library / Board of Trustees Meeting

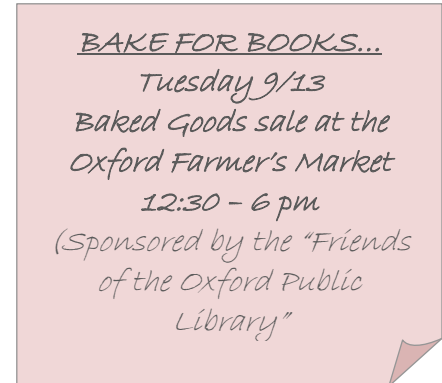
August 25, 2011- rescheduled September 1, 2011

Agenda

6:15 – Call to order / Approval of the agenda

Minutes – July 28, 2011

- President’s Report -
- Treasurer’s Report –
- Director’s Report -
- Committee Reports -
 - Building & Grounds / Long Range Planning
 - Contractor Review/ update
 - Original Building Façade repairs – front windows and updates
 - Annual Fund-raiser – mailing responses and counter display outreach
 - Friends and Book Buzz updates
 - Capital Campaign – Gifts, Grants, & Grabs
 - PR materials, folders, and campaign support packets
- Unfinished Business –



Adjournment; Next Meeting will be Thursday September 22, 2011

Calendar

Highlights! - 9/24 Oxford 5K Run, Library Parking Lot Concert, Apple Festival

9/29 Meet the Author, Jim Breslin “Elephants” a pushcart prize winner.

- ESL Classes begin September 6th – each Monday, Tuesday, & Wednesday evening until Thanksgiving
- Story Times resume on September 7th for the school season
- Chess Club continues every other Saturday
- Dog Day Saturdays continue with READ certified canine listeners each Saturday at 2pm

OXFORD PUBLIC LIBRARY
BOARD OF TRUSTEES MEETING
JULY 28, 2011

The regular board meeting for June and July 2011 was called to order at 6:15 PM by board president Frank Spor. Other board members in attendance included; Karen Hovis, Maren Ketchum, Dr. Raymond Fischer, Jahan Sheikholeslami, Richard Hannum, Director Ken Peinkos, and Walt Leis .

Since a quorum was not attained, no formal meeting was held in June 2011, The July 28 meeting was therefore held to discuss business and conduct actions from the time period of both meetings.

AGENDA- motion to approve by Jahan, seconded by Karen; Unanimously approved

MINUTES of MAY 26-motion to accept by Karen, seconded by Jahan; unanimously approved.

PRESIDENTS REPORT- President Spor said that he would defer all his report items until we have the report from the Building and Grounds Committee.

TREASURERS REPORT- We discussed the year- to-date investment net gains which are realized. Monthly withdrawals are removed from these accounts for ordinary operating expenses. No motion was forwarded

DIRECTORS REPORT- Items enumerated on p6 of the Board Package.

Ken met with Ware Village Administration to discuss areas of mutual interest that could benefit both entities. A principal point of discussion included the teaching of technology to the residents of the Village so they could better be equipped to handle e-mail, or word processing.

An anonymous benefactor is providing us a significant “in-kind” gift to upgrade our technology. The items that are included are flat panel computer monitors, ergonomic keyboards, mice, a new monitored video security system, a 9 foot projection screen and projector, and a popcorn machine.

In addition the paper bulletin board will be replaced by a smart screen and software for scrolling community events.

Other grants acquired included one from the Oxford Rotary.

Oxford Historical Society is teaming with the OPL for several projects that will be defined in the near future.

Ken was pleased to announce that OPL got a 500\$ reduction in premium for its liability, workers compensation, and D & O insurance policies.

Report approved and accepted- Motion by Jahan, seconded by Walt. Unanimously approved.

COMMITTEE REPORTS

BUILDING AND GROUNDS

1. Ken received quotes from Home Depot to do repair work on the OPL façade.

Motion by Walt, “Subject to a detailed quote from the Home Depot we will accept the bids received”, seconded by Karen. Unanimously approved.

2. Discussions ensued regarding Upcoming “face to face” meeting with C Raymond Davis regarding items of importance to OPL building contract. Items include terms, and the duration of the bid, and any contract growths.

B&G would schedule a meeting with C Raymond Davis during the week of August 7, 2011 to make our positions known .

3. A discussion ensued regarding letting our building campaign and the progress on the building be better advertised so that OPL can secure additional friends and fund raising opportunities

JAHAN made a motion to

“Authorize Frank to explore means to generate patronage and find additional fund raising opportunities by virtue of signage and printed information” seconded by Walt. Approved unanimously

NEW BUSINESS

1. The Friends of the OPL will meet with Oxford School District representatives on August 19 to develop networking relationships and possible partnering with OSD.

2. GRANTS-Reviewed on the Directors report. The Serpentine Barrens Subcommittee will be planning a more inclusive luncheon on August 18. The planned luncheon will include individuals who are eager to assist in the development of the Serpentine Gateway project.

3. Ken was authorized to generate graphics in order to put together a more compelling information packet that we would use to introduce potential donors to the library and its proposed building plans. Motion to authorize Ken made by Jahan; seconded by Walt; unanimously approved.

4. Similarly, Ken was authorized to explore updating of our Library Master Plan to reflect various changes that were made to the library development concept. Motion to authorize Ken made by Walt; seconded by Karen; unanimously approved.

5. Ray opened discussions involving the approaching school year. He proposed that the OSD student council possibly get involved in our fund- raising activity.

ADJOURN---A motion to adjourn was made by Rich, seconded by Karen,
Meeting was adjourned at 7:35 pm

055 Operating Budget Summary –

- **Local Government revenues are coming through. Oxford Borough, West Nottingham, and Upper Oxford have submitted their municipal contributions to support state funding.**
- Grants and Donations lag.

Chester County Library Financial System
Statement of Revenue and Expenditures *
055 - OXFORD PUBLIC LIBRARY
From 7/1/2011 Through 7/31/2011

* This report may be affected by Account Level Security

	Total Budget	Year to Date Actual	Current Period Actual	Total Budget Variance	Percent Remaining
REVENUE					
STATE REVENUE	74,619.00	84,385.00	0.00	9,766.00	(13.08)%
LOCAL GOVERNMENTAL CHARGES	84,510.00	43,572.50	18,839.50	(40,937.50)	48.44%
FINES AND OVERDUES	25,000.00	12,860.54	1,713.35	(12,139.46)	48.55%
INTEREST AND INVESTMENT INCOME	17,500.00	10,289.79	1,602.05	(7,210.21)	41.20%
DONATIONS	68,344.00	10,830.16	3.42	(57,513.84)	84.15%
GRANTS	32,000.00	3,440.27	493.01	(28,559.73)	89.24%
FUND DRIVE	5,000.00	0.00	0.00	(5,000.00)	100.00%
TRANSFER FROM OTHER FUNDS	10,000.00	8,005.00	525.00	(1,995.00)	19.95%
	9,000.00	36,000.00	4,000.00	27,000.00	(300.00)%
Total REVENUE	<u>325,973.00</u>	<u>209,383.26</u>	<u>27,176.33</u>	<u>(116,589.74)</u>	<u>35.77%</u>
EXPENSE					
PERSONNEL SERVICES	236,310.00	140,269.21	28,602.51	96,040.79	40.64%
LIBRARY MATERIALS	39,750.00	28,628.47	5,544.24	11,121.53	27.97%
OTHER SERVICES AND CHARGES	47,130.00	25,266.59	3,494.16	21,863.41	46.38%
SUPPLIES	2,300.00	2,054.36	224.19	245.64	10.68%
MISCELLANEOUS	200.00	248.99	50.56	(48.99)	(24.49)%
CAPITAL OUTLAY	0.00	294.88	0.00	(294.88)	0.00%
Total EXPENSE	<u>325,690.00</u>	<u>196,762.50</u>	<u>37,915.66</u>	<u>128,927.50</u>	<u>39.59%</u>
EXCESS OF REVENUE OVER EXPENSE	<u>283.00</u>	<u>12,620.76</u>	<u>(10,739.33)</u>	<u>12,337.76</u>	<u>(4,359.63)%</u>

Investment Funds Summary –

- Barb Hill’s offices (and the National Penn Trust Management Department) have moved to West Chester and her new contact information is on our current statements.

Chester County Library Financial System
 Balance Sheet - investment *
 057 - OXFORD PUBLIC LIBRARY INVESTMENT FUND
 As of 7/31/2011

* This report may be affected by Account Level Security

	Beginning Year Balance	Prior Month Balance	Current Month Change	Current Balance	YTD Change	
ASSETS						
INVESTMENTS						
143300	NATIONAL PENN-TRUST AGREEMENT	532,888.41	804,531.91	(9,514.19)	795,017.72	262,129.31
143305	NATIONAL PENN-J.W.ROBERTS MEMORIAL ENDOWM	235,184.19	540,424.74	(7,811.75)	532,612.99	297,428.80
143310	MAINSTAY FUNDS	13,106.2	0.00	0.00	0.00	(13,106.27)
143330	SCHWAB INVESTMENT FUNDS	483,119.74	0.00	0.00	0.00	(483,119.74)
	Total INVESTMENTS	<u>1,264,298.61</u>	<u>1,344,956.65</u>	<u>(17,325.94)</u>	<u>1,327,630.71</u>	<u>63,332.10</u>
PROPERTY, PLANT AND EQUIPMENT						
176000	LAND	0.00	179,564.22	0.00	179,564.22	179,564.22
	Total PROPERTY, PLANT AND EQUIPMENT	<u>0.00</u>	<u>179,564.22</u>	<u>0.00</u>	<u>179,564.22</u>	<u>179,564.22</u>
	Total ASSETS	<u><u>1,264,298.61</u></u>	<u><u>1,524,520.87</u></u>	<u><u>(17,325.94)</u></u>	<u><u>1,507,194.93</u></u>	<u><u>242,896.32</u></u>
FUND BALANCE						
BEGINNING OF YEAR						
292000	FUND BALANCE	1,264,298.61	1,264,298.61	0.00	1,264,298.61	0.00
	Total BEGINNING OF YEAR	<u>1,264,298.61</u>	<u>1,264,298.61</u>	<u>0.00</u>	<u>1,264,298.61</u>	<u>0.00</u>
	CHANGES IN FUND BALANCE- CURRENT YEAR REVENUE					
		0.00	676,353.53	(11,970.55)	664,382.98	664,382.98
	CHANGES IN FUND BALANCE- CURRENT YEAR EXPENSE					
		0.00	(416,131.27)	(5,355.39)	(421,486.66)	(421,486.66)
	Total FUND BALANCE	<u>1,264,298.61</u>	<u>1,524,520.87</u>	<u>(17,325.94)</u>	<u>1,507,194.93</u>	<u>242,896.32</u>
	TOTAL LIABILITIES AND FUND BALANCE	<u><u>(1,264,298.61)</u></u>	<u><u>(1,524,520.87)</u></u>	<u><u>17,325.94</u></u>	<u><u>(1,507,194.93)</u></u>	<u><u>(242,896.32)</u></u>

Treasurer’s Report

<u>Account</u>	<u>Beginning Balance</u>	<u>Ending Balance 7/31</u>	<u>Change</u>
Trust	804,531.91	795,017.72	- 9,514.19
Building	466,511.23	465,621.00	- 890.23
Roberts	540,424.74	532,612.99	-7,811.75

Respectfully submitted; Carol Hauser, Treasurer

August 25, 2011 Director's Report

Circulation year to date for 2011 but still about 2.5% short. Considering the \$30,000 reduction in materials purchase budget, this is a very good statistic. Our library staff is dedicated to ending this year with a positive percentage growth.

Personnel: Library staff continues to complete the online competency courses and should be commended for team efforts. We have scheduled three Tuesday morning staff meetings in August and September. The topics include: Policies for a Healthy Work Environment; Comparisons with other libraries – Service, marketing, and atmosphere; & E- Book competency. We are interviewing for a part-time children's room clerk.

Building and Maintenance:

The original *Katherine B. Alexander* Sign has been restored by Ken Brown.

The Home Depot window project is in place. The windows are "on order" with a 6 – 8 week manufacturer lead time. Our goal is to plan the installation for Monday October 10th because the library is closed for annual county staff training (Columbus Day Holiday). Initial lead test results indicate that we will have to be closed to the public on the day of installation and the work areas will be appropriately sealed off. We will need to plan for the approval to close one day if the 10/10 date does not work out.

Website Updates: our library website has been updated with a new calendar format and scrolling FaceBook conversations.

Ongoing Grants:

- *An anonymous benefactor* is gifting nearly \$54,000 in new technologies to our library. The items include 22 new flat screen monitors, ergonomic keyboards, and mice; a new monitored camera security system inside and outside; a 9' electric movie screen, computer and projector; and a popcorn machine; 2 new Children's early literacy stations; and 2 new laptops for public use. Our community paper bulletin board will be replaced with a paperless flat-screen and software for scrolling community events and announcement that will be simultaneous with our website information.
- *The Oxford Rotary* secured a matching grant totaling \$975 for the purchase of children's materials.
- The "Friends of the Oxford Library" are completing a grant application with *ING Bank* for \$25,000 to sustain the development of "the Book Buzz" book store, specialized collection development and popular materials, and volunteer development programs for capital campaign growth.
- The Serpentine Barrens committee continues to communicate and develop its planning and fund-raising strategies.

Capital Campaign: The folders and insert materials are coming together and we will have our outreach tools in place by mid-July for building and expansion advocacy and finance development.

KP/8.11

Preliminary rendering of Capital Campaign sponsor fence

Mr. Roper's initial rendering does not represent the intended location and a revision is on its way. It may be worthwhile to carefully consider the right spot for this effort.



Highlights of Major Donor Fundraising

In the United States, individuals give over 75% of all philanthropic gifts to charity. Remarkably, gifts large and small are the foundation of overall charitable giving in the United States.

In general, people give for many reasons. This includes for personal reasons and to help an organization grow and expand if they believe in the mission. Individual gifts ultimately can become an integral part of the revenue stream and for any non-profit organization. What defines a major donor can be different from one organization to another, but generally speaking, it is the top 15-20% of all gifts. These individuals should be continually cultivated and treated with special care. As a general rule, it takes approximately six contacts with prospects to secure a major gift. This usually means at least two in-person meetings.

There are different reasons that drive major donors to give. Altruism is certainly an important reason why people choose to participate in philanthropic endeavors. Another reason, which is often very important, is because they have been the recipient of services or a family has been the recipient of those services (e.g. hospitals, school, animal welfare, etc). The publicity of legacy of the family name is a reason, particularly during capital campaigns. Tax reasons, although an incentive, are not a primary motivator. The number one reason people give, however, is because they were asked to give by someone they know and respect.

Cultivation of major donors includes many things such as:

- **Handwritten notes**
- **Personal meeting**
- **Invitation to be a guest speaker**
- **Invitation to events (with a friend)**
- **Asking advice on a program or issue**
- **Sending articles of special interest**
- **Sending birthday, anniversary, or holiday cards**
- **Asking them to host a reception**

Getting In The Door With Major Donors

There are elements that all fundraisers (including board members) should learn and understand in order to ensure success in securing those initial meetings with new major donor prospects. One of the most important things that fundraisers for an organization want to do is to "get in the door". The best way to do this, to start, is by reviewing the donor's profile and contact information. Determine who will open introduction by letter, phone call, meeting (Primary/Secondary Solicitors).





Letter/Call: (from an advisory board member or other high-level donor, etc.)

- **Talk about the good work done**
- **Request a brief meeting (with "loyal donors" like you - for past donors)**
- **Close with contact strategy ("I will call you on...")**
- **"Thank you"**

Before the telephone call is made have the file at hand and review it before the call

- **Call when you feel upbeat (energy)**
- **Good times to call: 10-11a.m. or 2-3p.m.**
- **Have dates ready for when you are available for a visit**
- **Be ready to identify yourself and reference the letter that indicated you would be calling***

***Be prepared for no recollection of the letter!**

28	29	30	31	September 1	2	3	
	Back to School	<i>Story Times with Ms. Nancy will resume Wednesday September 7th at 10:30</i>					
4	5	6	7	8		10	
	 Labor Day Holiday Library Closed	6p ESL Classes	10:30a Toddler Story Time 6p ESL Classes	10:30a Toddler Story Time 6p Daisy Scouts	10:30a Oxford Mom's Club Meeting and Playtime	 2p Dog Day Afternoons - READ	
11	12	13	14	15	16	17	
	10:30a Toddler Story Time 6p ESL Classes	6p ESL Classes	10:30a Toddler Story Time 6p ESL Classes & Spanish Conversation class	12:30p Toddler Story Time	Dinner & Documentary 6:30 pm	10a Chess Club 2p Dog Day Afternoons - READ	
18	19	20	21	22	23	24	
	10:30a Toddler Story Time 6p ESL Classes	6p ESL Classes	10:30a Toddler Story Time 6p ESL Classes & Spanish Conversation class	12:30p Toddler Story Time 6p Library Board Meeting	<i>Penmanship and Calligraphy Class</i> Registration... 3:00 to 4:00 pm	9a Oxford Downtown 5K Run 1a Los Festingos - Parking Lot Party, Music, Food, & Fun for all ages @your library	
	 Los Festingos - Parking Lot Party, Music, Food, & Fun for all ages @your library - Saturday		28	29		 2p Dog Day Afternoons - READ	
	10:30a Toddler Story Time 6p ESL Classes	10a Adult Book Discussion 6p ESL Classes	10:30a Toddler Story Time 6p ESL Classes & Spanish Conversation class	12:30p Toddler Story Time Meet the Author: "Elephant" by Jim Breslin 7pm		10a Chess Club 2p Dog Day Afternoons - READ	

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