

Memo to: White Plains Public Library Board of Trustees
 From: Libby Hollahan
 Date: March 28, 2012
 Re: Library Foundation Report

Board Development

Welcomed new board members Beth Kava and Richard Kaye at February 29, 2012 meeting, and am giving them individual tours of the library as part of their orientation. I would also like to welcome Denise D'Ambrosio as a regular member and Paul Schwarz as President of the Library Board. I look forward to working with the new slate of officers and the entire board this year. Will continue to seek additional candidates for the board.

Master Plan

The design contract should be signed soon and the architects will begin the design process, which is expected to take about 18 weeks. I am working with the executive committee to develop a fundraising plan to complete The Edge and subsequent phases.

Events

Trumble in the Trove, a Foundation-supported event, is scheduled for Sunday, April 1, with the theme of "April Fools." A parent committee is organizing a bake and book sale to benefit the Foundation. Eight board members have signed up to help and/or bake at the event and I will reconfirm schedules shortly. Greg Keenan is making a generous donation of Uno's pizza to be sold at the bake sale.

"Food for Thought" is scheduled for Sunday, June 10, 6:30-8:30 p.m. Speaker will be John T. Edge, a noted writer about southern food, who will talk about his forthcoming book "The Truck Food Cookbook," (Workman Press, May) and do a book signing. The event committee dates have been set (Monday, April 16, 7 p.m., and Monday, May 14, 7 p.m.).

Would also like to organize a "Mom's Night Out" event with a cookbook author specializing in easy meal prep for busy parents. Focusing on Trove parents. Event would be free or nominal price; book signing with proceeds to the Foundation. Low cost snacks would be served. This will probably take place in October.

Fall Gala: The Foundation Board discussed the idea of doing an "author event" at the Fall gala. This would be best done at an outside venue. The consensus was that the Board is willing to try it but to make sure it's affordable for the majority of our constituents. The event has the potential to draw new people in White Plains and beyond, as well as to attract corporate sponsors. I will be fine-tuning the budget with two possible venues. This event will be part of our overall fundraising plan for the first floor.

Newsletter/Communications:

After consultation with the executive committee, I am initiating a new Foundation newsletter, with the plan to mail twice a year to a list of 2,000 Foundation donors, prospects, businesses and organizations. I am working with graphic designer Jill Singer to design. It will be 4 pages long, and I will have a first proof to show the Board on Wednesday. The first issue will mail about May 1, and will also serve as the invitation to Food for Thought. The second issue will go

out in Sept. to coincide with the start of the school year. I am hoping the spring 2013 issue will include an annual report.

I am also planning to reactivate the Foundation e-newsletter with a goal of issuing monthly. Now that the new Library website has been launched, I will be getting trained on Wordpress and updating the Foundation page.

Grants

Dormitory Authority: Working on the documentation.

Allstate: Two programs under this grant took place this week. Have been spending considerable time on program promotion and public service ads about teen driving. We will have an outreach table at the Loucks meet on May 12 at WPHS, and backpack giveaways with a "TXTNG KLLS-Don't Text and Drive" message on them.

A new opportunity for the Allstate grant program has come up—Kathy Degyansky has proposed a teen videography workshop, involving 12 high school students over the course of ten sessions, taught by a highly-recommended video instructor, which would produce a PSA on texting/driving. The PSA would be shown on the White Plains and Greenburgh government access channels, as well on Youtube. This will be a great way to develop the library's new media programming for teens. Since some of our program speakers this year are not charging a speaking fee, there are sufficient funds in the Allstate grant budget to run this program.