

Memo to: White Plains Public Library Board of Trustees
 From: Libby Hollahan
 Date: May 3, 2012
 Re: White Plains Library Foundation Report

Development Plan

The Foundation executive committee met last week to develop a fundraising plan that addresses our 2012-13 budget as well as long-term goals. We discussed funding to complete The Edge and subsequent phases, as well as funding sources for program and operating needs. A report and recommendations will be presented at the May Foundation Board Meeting.

Master Plan

The architects have begun the design process, which is expected to take about 18 weeks. As the plans firm up, we will be identifying naming opportunities for major gift solicitation. We'll also address donor recognition for gifts for the Edge received to date.

Bequest

We have been advised that the Foundation will be receiving a bequest of \$30,000 from the estate of a patron who lived in White Plains until moving to Manhattan several years ago. He had made occasional modest donations to the Foundation. New York Public Library is also getting a bequest. Clearly, libraries made a difference in his life.

Events

Food for Thought is scheduled for Sunday, June 10, 6:30-8:30 pm. 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. Invitations, included with the Foundation's spring newsletter, were mailed this week, and postcard invitations will be mailed shortly. Tickets are \$65.

Fall Gala: Our major fundraising event in for FY 2012-13 will be our annual "Treasures Gala," with honorees, at the Library on **Saturday, November 3**. Event marketing will focus our fundraising on completing Phase I of the first floor and beginning a campaign for Phases II and III.

Other events: In May 2013, we will host an **author dinner** in place of our Food for Thought event. We will hold it at the Woman's Club, on a weeknight, offer a seated dinner, and rent AV equipment to improve on the sound at that venue. We are also hoping to bring back **Library Mini Golf** in January, with a free family afternoon, and an evening fundraiser.

Newsletter/Communications:

The first issue of our new newsletter has been mailed. The second issue will go out in Sept. to coincide with the start of the school year, and will promote the Gala. The spring 2013 issue could include an annual report.

The Foundation's new website has gone live. It can be accessed through the Library website, or by going to foundation.whiteplainslibrary.org directly. Ryan Jackson was extremely helpful in making this happen, and in training me to use wordpress.

Grants

Dormitory Authority: Documentation has been sent to DASNY and they are reviewing it.

Allstate: Sharon Rothman and I hosted a Women's Finance Workshop-Financial Preparedness for Life's Transitions, with a wonderful speaker, Gayle Lob, on April 30. On May 9 Erik Carlson and I are presenting a Parent-Teen Workshop-Teen Driving & Prom Safety. We will have an outreach table at the Loucks meet on May 12 at WPHS, and will be distributing backpack giveaways with a "TXTNG KLLS-Don't Text and Drive" message on them. Karyn DeLuca will be working at the table with me, and we have invited some Allstate agents. Look for our poster at the City Center movie theater lobby beginning May 7. The message is "Summer is here..and so are the 100 deadliest days for teen drivers...Don't be a statistic. The Allstate Foundation and The Edge for Teens at the White Plains Public Library, Partners to keep teens safe behind the wheel."

A new Allstate grant activity is underway, spearheaded by Kathy Degyansky: a 10-session, video production class for teens, taught by a video instructor, which will produce a PSA on texting/driving. The PSA will be shown on the White Plains and Greenburgh government access channels, as well on Youtube. This offers a great way to develop the library's new media programming for teens.

White Plains Library Foundation
Minutes of Board of Directors Regular Meeting
March 28, 2012

The regular meeting of the White Plains Library Foundation Board of Directors was called to order by President Nick Wolff at 9:07 a.m. in Galaxy Hall at the White Plains Public Library. Directors in attendance were: Jim Benerofe, Denise D'Ambrosio, Yuki Haynes, Susan Hecht, Gregory Keenan, Brian Kenney, Beth Kava, Barbara Loucks, G. Frederick Perkins, Jr., Gail Schwartz, Paul Schwarz, Diane Tabakman and Nick Wolff. Also present were Foundation Executive Director Libby Hollahan, Assistant Library Director Kathleen Degyansky, and Secretary to the Library Director Sandra McDaniel. Absent with notice were Directors: Eileen Bradley, Jeane Garment, Richard Kaye.

Minutes of Annual and Regular Meetings of February 29, 2012

The minutes of the annual and regular meetings of February 29, 2012 were approved on a MOTION by Jim Benerofe, seconded by Frederick Perkins, Jr.

President's Report

President Wolff welcomed the directors to the meeting and introduced newly elected Director Beth Kava to those board members who had not met her.

Library Director's Report

Library Director Kenney shared his teen focus group findings with the board. Mr. Kenney remarked that the teens preferred to read books in print, wanted access to food, and liked similar environments to the Apple Store, Barnes & Nobles and Best Buy. Teens wanted a place that was: less intimidating, where materials were easy to find, and had comfortable seating. Teens would like the library open for more hours, tutors after the 7th grade, and programs on Friday nights. Library Director Kenney recently visited YouMedia at the Chicago Public Library with Young Adult Librarian Carlson to view their teen center, which has become the model for teen libraries. Mr. Kenney held a kickoff meeting with the Library architects on March 27 and discussed incorporating some of the ideas from YouMedia into the plans for the teen space.

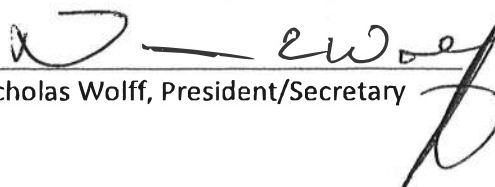
Executive Director's Report

Libby Hollahan reviewed her written report and thanked everyone for their donations as well as their time to the Trumble in the Trove event scheduled on April 1. Ms. Hollahan circulated a mock up of the Foundation newsletter and also displayed the public service ads in the Westchester Essentials newspaper, as well as the backpack with the TXTNG KLLS message on them. Assistant Library Director Kathy Degyansky reported on a new opportunity with Allstate where teens would be engaged in a videography project, with the help of the city's Cable TV station, to create a Public Service Announcement (PSA). Ms. Degyansky thought this was a good way to leverage assets in the community. Ms. Hollahan remarked that November 3 was the tentative date for the next gala providing the date did not conflict with any other city event. Ms. Hollahan stated that the Executive Committee had discussed new format possibilities for the gala, and Library Director Kenney discussed author-theme galas that could have the potential to be sustainable if successful. There was board discussion about using an outside venue, costs involved, and ticket prices.

Treasurer's Report

Since Ms. Bradley was not available, President Wolff suggested that the financial reports be reviewed at the next meeting.

On a MOTION by Frederick Perkins, Jr. seconded by Jim Benerofe, the meeting was adjourned at 10:49 a.m.



Nicholas Wolff, President/Secretary