

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

1. Food for Thought wrap-up:

A fun and successful event, thanks to the work of a great committee, and an interesting speaker. 88 tickets sold; net income \$3,350. Prior "Food for Thought" was comparable: 85 guests and \$3,030 net income. Silent auction came in a little lower than hoped. Proceeds were \$1,175, or 69% of total value of items of \$1,700. Food trucks are a hot topic, and we received some terrific publicity in the Journal News.

2. 2012-13 Goals:

Foundation approved its budget for Fiscal Year 2012-13 at its board meeting on June 20, 2012. It is an ambitious budget, with the major focus being on fundraising for the first floor project.

First Floor Campaign Launch:

The **Campaign to Complete the First Floor Master Plan-The Edge and Beyond**, is in its beginning stages. Campaign goals are to meet the Foundation's commitments for the project as outlined in the City's capital program as well as to prepare for budget increases arising from the increased scope of the project in the architects' current design work. Have been meeting with Co-chairs Judy Nevins and Diane Tabakman to develop fundraising plans and campaign materials. Potential donors will include individuals, corporations, and foundations. As an incentive to donors, the Foundation Board (and staff) has agreed to contribute to a Board Participation Fund of at least \$75,000 over three years. The executive committee has asked for 100% participation in this fund. Naming opportunities will be available for gifts of \$10,000 or more.

Events for 2012-13 fiscal year:

Hispanic Heritage Month: events to be planned by Library staff; budget is \$1500; a sponsor has stepped forward to cover the budget.

Fall Gala: Our major fundraising event this year. Theme is Celebrating Teen and Adult Learning. Set for Saturday, November 3 at the Library. We will be honoring The Allstate Foundation, for their philanthropic support of educational programs on teen safe driving and financial literacy; long-time Foundation Board Member Fred Perkins, for his exemplary board service and generosity in establishing an endowment to fund large print books for seniors; and Fred Singleton, retired WPHS teacher, track & cross country coach, and Loucks meet director, for his extraordinary leadership as a youth mentor and educator. Will form committee shortly.

Mini Golf: Scheduled for Saturday, Jan. 12. Will form committee shortly. In discussion with TD Bank to be title sponsor again, and will seek hole sponsors.

Trumble in the Trove: March/April; will solicit sponsorship and form a parent committee to run a book/bake sale.

Author event: Had been considered for May 2013, but is not included in the budget and may be postponed to a future year due to time constraints in working on the Capital Campaign.

Annual Appeal:

Planned for end of November, and will ask for Board Members' help in personalizing appeal letters.

Newsletter/Communications:

--Two issues of the Foundation newsletter, Fall and Spring, to a mailing list of about 2,500 donors, prospects, and organizations.

--Maintenance of Foundation website content.

--Monthly e-newsletters.

Planned Giving:

Plan to initiate a formal legacy society and mention it in Foundation communications.

Grants: In addition to the existing grants listed below, I will be looking for a potential funder for Reading Coach for 2013-14 fiscal year, when the Starwood funds have been fully expended.

3. Update on Existing/Pending Grants:

Dormitory Authority: DASNY internal documentation review is continuing, to be followed by “three-way” approval with the State Senate, State Assembly, and State Budget Office, which could take 6-8 weeks. Once all that is done, we will be given a “Grant Disbursement Agreement” to execute. At that point we will be able to place orders for equipment. Note that this is a reimbursement grant—we have to lay out the money for everything we order, and get reimbursed for it.

Allstate: The ten-session Video Production Class for teens, supported by the Allstate grant, produced a PSA video on texting and driving. It concluded on Saturday, June 2, with a “premiere” viewing for participants and families. It is on YouTube and has received over 80 views so far. Aside from being an appropriate grant activity, the Video Production Class served as a pilot project for the Library in offering digital media instruction for teens.

The Allstate grant renewal for 2013 has been submitted with a budget of \$30,000 and a full calendar of programs and outreach in teen safe driving and financial literacy. We should have a decision later in July. I have been invited by Allstate to a two-day summit in Chicago in July (expenses paid by Allstate); the first day is a non-profit leadership summit (see agenda attached), and the second day is a forum for Allstate grantees to discuss program components and outcomes.

Target: Applied to Target for a \$2,000 “store grant” in their Early Reading program. We would use the grant for Reading Coach. We’ll know in September.

**White Plains Library Foundation
Minutes of Board of Directors Regular Meeting
May 23, 2012**

The regular meeting of the White Plains Library Foundation Board of Directors was called to order by President Nick Wolff at 9:08 a.m. in Galaxy Hall at the White Plains Public Library. Directors in attendance were: Jim Benerofe, Eileen Bradley, Denise D'Ambrosio, Jeane Garment, Yuki Haynes, Beth Kava, Richard Kaye, Brian Kenney, Barbara Loucks, G. Frederick Perkins, Jr., Gail Schwartz, Paul Schwarz, Diane Tabakman and Nick Wolff. Also present were Foundation Executive Director Libby Hollahan and Assistant Library Director Kathleen Degyansky. Absent with notice were Directors: Susan Hecht, Gregory Keenan, and Judy Nevins.

Minutes of Regular Meetings of April 25, 2012

The minutes of the regular meetings of April 25, 2012 were approved on a MOTION by Fred Perkins, seconded by Jim Benerofe.

Library Director's Report

Library Director Kenney reported that the City Budget had been approved, and that meant that, as of July 1, the Library would be increase public service hours by almost 20%.

Mr. Kenney discussed the Strategic Planning retreat that took place on May 4, thanking the Foundation board members who participated. Some of the participants commented on the process: Fred Perkins appreciated the broad range of constituents and noted the interesting comments in the breakout sessions; Mr. Schwarz remarked that the group was very engaged in the discussion; Mr. Wolff appreciated that the Mayor had devoted his whole morning to the process and was an active participant; Ms. Haynes commented that the facilitators were great; and Ms. Bradley said she was overwhelmed by the community support for the Library and thought it was very smart to include staff in the retreat. Mr. Kenney said that a draft of the strategic plan would be ready soon and will be sent to the participants as well as the Foundation Board. He noted that the consultants would be back in August to meet with staff. Mr. Kenney commented that one of the strongest conclusions from the retreat was to make the Library more welcoming and inviting to the public.

Mr. Kenney then updated the Board on the first floor renovation plans. He noted that the Master Plan had provided great groundwork for the design work now being done. He reviewed the architects' current schematic diagram, noting that The Edge design now more closely relates to what the Library wants to offer programmatically to teens. The furnishings will be mobile and the space is being planned to accommodate multiple uses. The teen space will include a Media Lab that could be used for performances, workshops, and digital creation, as well as digital instruction for adults at times when teens are in school. Mr. Kenney noted that he and Ms. Degyansky are working on a federal grant (Institute of Museum and Library Services) for digital media hardware and software, and staff development, and that they had reached out to the Jacob Burns Film Center as a project partner. Mr. Kenney said he anticipates that the first floor project budget will increase, due to the larger teen space, glass walls, and more emphasis on new furniture throughout the first floor. Mr. Kenney also noted that the Library is in discussions with the City's Community Media to house their studio at the Library and that that the schematic design includes a multipurpose room on the building's west side that could become the studio. He commented that the Library and Community Media have a shared mission of educating the community. Mr. Kenney noted that the architect's plans and the preliminary project budget do not include the Local History Room or any modifications to the ESL classrooms. Mr. Kenney said that the architects would be presenting final schematic drawings at the Library Board meeting on June 13, and that the Foundation would be invited to attend.

President's Report

President Wolff presented the memorandum included with the Board materials on the proposed Capital Fundraising Plan and Board Participation Fund. We have been raising funds for The Edge since 2008 and