

Memo to: White Plains Public Library Board of Trustees
From: Libby Hollahan
Date: October 5, 2012
Re: White Plains Library Foundation Report

Capital Campaign Launch:

The first floor campaign, **Building New Learning Opportunities: The Edge & Beyond**, is in process. Campaign goals are to meet the Foundation's commitments for the project as outlined in the City's capital program (Foundation's commitment approximately \$700,000, of which \$200,000 has already been raised from fundraising for The Edge). Foundation board members have pledged an additional \$110,000 to a three-year board participation fund with 100% of board members contributing. Individual, foundation, and corporate solicitations are in process. Our campaign brochure has been printed.

Events for 2012-13 fiscal year:

Hispanic Heritage Month: The Foundation supported several programs and events related to Hispanic Heritage Month, through a special gift from board member Fred Perkins.

Fall Gala: Our major fundraising event this year. Theme is Celebrating Champions of Lifelong 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.

Mini Golf: Scheduled for Saturday, Jan. 12. TD Bank has agreed to be Title Sponsor. Yuki Haynes will chair the event and we will be forming a committee shortly.

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

Newsletter/Communications:

Fall newsletter has gone out, with features on the Campaign, the Gala, and on the Learning Commons.

Annual Appeal:

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

Update on Existing/Pending Grants:

Dormitory Authority: Application was approved and we are now in process of executing a Grant Disbursement Agreement with supporting documentation. If all goes smoothly, we should be able to order equipment within 4-5 weeks.

Allstate: The Allstate grant renewal for 2013 was approved; they actually increased our budget and have given us a check for \$35,000. Grant activities for fall 2013 include a range of financial literacy programs for teens and adults, as well as several teen safe driving programs.

**White Plains Library Foundation
Minutes of Board of Directors Regular Meeting
July 18, 2012**

The regular meeting of the White Plains Library Foundation Board of Directors was called to order by President Nick Wolff at 9:09 a.m. in Galaxy Hall at the White Plains Public Library. Directors in attendance were: Denise D'Ambrosio, Yuki Haynes, Susan Hecht, Beth Kava, Richard Kaye, Brian Kenney, Barbara Loucks, Judy Nevins, G. Frederick Perkins, Jr., Paul Schwarz, Diane Tabakman and Nick Wolff. Absent with notice were: Jim Benerofe, Eileen Bradley, Gregory Keenan, Gail Schwartz. Also present were Foundation Executive Director Libby Hollahan and Assistant Library Director Kathleen Degyansky and Secretary to the Library Director, Sandra McDaniel.

Minutes of Regular Meetings of June 20, 2012

The minutes of the regular meetings of June 20, 2012 were approved on a MOTION Denise D'Ambrosio, seconded by Fred Perkins.

President's Report

President Wolff thanked Judy Nevins and Diane Tabakman for their efforts regarding the Campaign and thanked all the board members for their pledges to date. Mr. Wolff asked that those that have not done so to please submit their pledge.

President Wolff remarked that on Saturday, July 21 from 5-7 p.m. there would be a grand opening of a new ice cream shop called Sweet Annie's on Mamaroneck Avenue. Mr. Wolff will be running the cotton candy machine during those hours and all monies raised from the cotton candy sales will be donated to the Foundation.

Library Director's Report

Library Director Kenney reviewed the strategic plan for the library and touched briefly on the three goals of the strategic plan: a welcoming environment, an engaging area for teens, and a learning commons area for adults. Mr. Kenney stated that the strategic plan supported the building plan and our programs. Library Director Kenney also remarked that when the strategic plan ended the Trove would celebrate its tenth anniversary and the library would revisit the Trove at that point. Mr. Kenney advised the board that Sue Hall, the library consultant, would be returning to the library the first week in August to develop the action plans, timeline, identify responsible parties and desired outcomes based on the strategic plan. Library Director Kenney remarked that he would like to publicize the strategic plan so the community was aware of what the library was doing.

Executive Director's Report

Ms. Hollahan stated that as of today, five board members and she had given their pledges for the campaign and the present total was \$44,500 towards the goal of \$75,000.

Ms. Hollahan distributed the prospect list and reviewed the category levels associated with the donors and suggested that a \$2,500.00 recognition level be incorporated into the list. Libby Hollahan asked that each board member advise her as to which prospects they would solicit for funds. Campaign committee members, Ms. Nevins and Ms. Tabakman expressed their willingness to help any members who needed help soliciting funds from the prospect list.

Libby Hollahan asked for a budget amendment to increase the Campaign marketing line from \$2,500 (as approved at the 6/20/12 board meeting, as an amendment to the proposed FY 2012-2013 budget presented at that meeting) to \$7,000, to cover the design fee, marketing materials, and incidental marketing expenses incurred by Campaign committee members. On a MOTION by Richard Kaye, seconded by Susan Hecht, approval was granted to increase the campaign marketing budget to \$7,000.00.

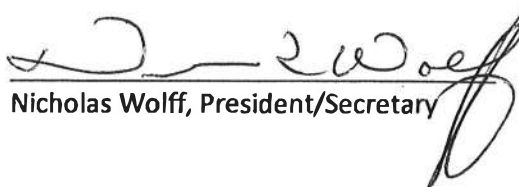
Ms. Hollahan discussed the non-profit fundraising opportunity at the new restaurant, Gaucho Grill. She stated that she would be unable to participate at the three-day grand opening event that would probably take place in September. The board was willing to participate in the event.

Libby Hollahan remarked that the library marketing video where Library Director Kenney interviewed people in the library was finished and it would be shown at the Gala and posted to the website.

Treasurer's Report

Since Ms. Bradley was unable to attend this meeting, the financial reports will be reviewed at the next meeting.

On a MOTION by Fred Perkins, seconded by Yuki Haynes, the meeting was adjourned at 9:55 a.m.


Nicholas Wolff, President/Secretary