

Memo to: White Plains Public Library Board of Trustees
From: Libby Hollahan
Date: March 4, 2013
Re: White Plains Library Foundation Report

Capital Campaign:

The first floor campaign, **Building New Learning Opportunities: The Edge & Beyond**, is continuing. Three “naming opportunities” have recently been received: one from a prominent individual who is a graduate of WPHS and is making the donation in honor of his parents, another from a couple who are making a gift in memory of their daughter, and most recently, the Friends of the WPPL made a three-year commitment. We have so far raised \$436,000 toward a campaign goal of \$700,000. Other major gift solicitations are in process. The campaign committee, headed by Judy Nevins and Diane Tabakman, is now being expanded to include other board and non-board members. The committee met in late January and another meeting will be scheduled for March. We are focusing on “lead” gifts as well as repeat gifts from Edge donors who might want to be recognized at a higher level on our plaque in The Edge.

Other Fundraising:

To boost program and operating funds in addition to the capital campaign, I am planning to send out a targeted spring appeal to individuals and businesses. This will go out shortly after the Mini Golf event on March 16.

Events:

Our Library Mini Golf event will be held on Saturday, March 16, with free mini-golf for families during the day, and a “19th hole” fundraiser in the evening. Yuki Haynes is chairing the event committee, which is soliciting auction and raffle items and recruiting a student volunteer group to set up the golf courses and run the family portion of the event.

Update on Existing/Pending Grants:

Allstate: As part of our 2013 grant, librarian Erik Carlson is coordinating a video game design class series, led by a faculty member from College of Westchester, in which the students are creating a game about the risks of texting while driving. During the spring, there will be a series of personal finance workshops led by a business educator affiliated with WEDC. I am working with a local ad agency, Inspiria Media, to plan the grant-funded ad campaign on teen safe driving. Ads will be placed in Westchester Essentials magazine, billboards at the City Center movie complex, bus shelters, and railway kiosks. We will again be participating in the Loucks meet with a table and giveaways (Kathy will attend). I am collaborating with the WPHS PTA to bring a teen safe driving speaker (Jacy Good) to their May 9th board meeting (and will use the opportunity to speak to the parents about The Edge).

Shinnyo-en Foundation: SEF has provided a generous two-year grant for The Edge/Media Lab, which will support furnishings, digital media equipment, and program expenses. In expanding our relationship with SEF, Foundation board member Greg Keenan, his daughter, and I attended a community service workshop in NYC organized by Shinnyo-en at which participants made various hand-crafted items for human services organizations (including bookmarks for the Library). In addition, Brian Kenney, Foundation board president Nick Wolff, and I met with Shinnyo-en representatives to discuss joint programs at the Library.

Other Grant Opportunities:

Working with Library administration to determine funding priorities and possible grants. Needs include Reading Coach, specific Trove reading programs or activities, teen tutoring, teen summer activities and after school programs, and teen programs involving technology.

Outreach:

Hosting League of Women Voters in a program co-sponsored by the Library on campaign finance reform in New York State, on Weds., March 13. Organizing visit by Aging in Place on Weds., March 20. Working on spring program featuring 14-year-old WP chess prodigy Joshua Colas, for older elementary school students, especially those who participate in their school's chess clubs; was approached to do this by Ray Ainsworth, a WP parent of two teens, who raises funds through the Foundation for Public Education in White Plains to support Joshua's chess coaching.

Foundation Board:

We have several vacancies to fill and would welcome your suggestions about potential candidates.

**White Plains Library Foundation
Minutes of Board of Directors Regular Meeting
January 23, 2013**

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, Yuki Haynes, Susan Hecht, Beth Kava, Richard Kaye, Gregory Keenan, Brian Kenney, Barbara Loucks, G. Frederick Perkins, Jr., Gail Schwartz, Paul Schwarz, Diane Tabakman and Nick Wolff. Absent with notice were Denise D'Ambrosio and Judy Nevins. Also present were Foundation Executive Director Libby Hollahan, Assistant Library Director Kathy Degyansky, and Secretary to the Library Director, Sandra McDaniel.

Minutes of Regular Meetings December 19, 2012

The minutes of the regular meetings of December 19, 2012 were approved as corrected on a MOTION by Yuki Haynes, seconded by Diane Tabakman.

President's Report

President Wolff reported to the Board that the slate of officers was confirmed but there were three vacancies to be filled. Mr. Wolff encouraged the Board to bring forward names of any potential board members.

Library Director's Report

Library Director Kenney remarked that he planned to launch a digital newsletter and would encourage library users to talk to him regarding their concerns about the library. Mr. Kenney informed the Board that the Foundation-sponsored Job Club held their first weekly meeting yesterday and 16 people attended.

Library Director Kenney announced that he had begun the hiring process for the digital media position and had set up interviews and hoped to have identified a candidate within the next two weeks. Mr. Kenney stated that he hoped to get the bids for The Edge the last week of February.

Mr. Kenney also informed the Board that he had begun the budget process and it was a little more complicated than last year as he was incorporating 4 points of service: Circulation Desk, Reference Desk, Periodicals Desk and the Edge (which would be open from Monday-Friday 2-9pm, Saturdays and Sundays) as well as hoping to open on Thursday evenings.

Executive Director's Report

Ms. Hollahan summarized her written report that included 2012 accomplishments. She asked for volunteers to help review the accounting policy manual, and whistleblower and document retention policies that the auditors want the Foundation to put in place; Richard Kaye and Eileen Bradley volunteered to help, and Yuki Haynes suggested Libby contact other foundations to see if they already had similar policies in place. Diane Tabakman mentioned that possibly Pat Braja from WLS maybe able to help.

Libby Hollahan informed the Board that she, Nick Wolff and Brian Kenney have scheduled a tour of the library and a luncheon next week for a few members of the Shinnyo-en Foundation. Libby remarked that the Shinnyo-en Foundation had invited her to the 6 Billion Paths to Peace Service Night at their Manhattan Training Center.

Ms. Hollahan remarked that a new program funded by Allstate had been launched for teens on Video Game Creation that would serve multiple purposes: imparting knowledge on texting and driving as well as creating digital media.

Campaign Report

Ms. Tabakman stated that the next committee meeting would be held tomorrow at 10:30 a.m. and also informed the Board that Ms. Nevins will remain active as the co-chair of the committee. Diane Tabakman reported that Judy Nevins had given tours of the library and they have secured several large gifts. Ms. Tabakman remarked that when approaching businesses we need to be strategic as to whether we ask them for the campaign or annual appeal, and to communicate how we will recognize them.

Library Mini Golf Committee Report

Libby Hollahan reviewed the pricing for the mini golf event. Yuki Haynes reported that the mini golf would be held on March 16th and would have a similar set up as last time. Ms. Haynes thanked Greg Keenan for catering the event and Nick Wolff for donating the cotton candy machine. Yuki Haynes advised the Board that adult volunteers were needed for the event and that items were also needed for silent auction that would take place at night. Ms. Haynes and Mr. Keenan suggested the following items for the silent auction: golf items, any season tickets that you cannot attend or any dining gift certificates. Yuki Haynes informed the Board that the Library Mini Golf vendor will donate a Nolan Ryan autographed baseball to the silent auction, and will donate a scholarship to a teen volunteer drawn randomly from one of their golf events at the end of their fiscal year.

Treasurer's Report

Ms. Bradley reviewed the financial reports and focused on the cash flow projections. Eileen Bradley reported the budget needed to be modified and met with the Executive Committee and developed a plan of recommended actions. On a MOTION by Barbara Loucks, seconded by Jim Benerofe, to adopt the plan to close the budget gap by having Libby Hollahan conduct a targeted appeal, canceling the Spring newsletter, limiting some programs funded by unrestricted funds, and reallocating a portion of past Gala funds that were not specifically earmarked for the Edge to the Operating budget.

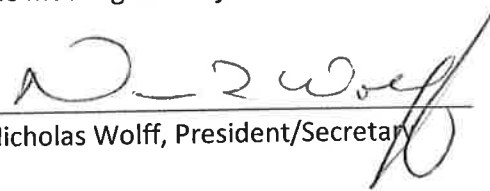
Ms. Hollahan also stated that she would be seeking foundation grants for programs in the Children's area and The Edge that would supplement unrestricted funds.

Ms. Bradley advised the Board that she was moving forward with filing the Form 990 for Full Year Ending 6/30/12.

Creation of a Committee

Greg Keenan and Richard Kaye will be part of a committee to increase donations from the business community and recognize them in an appropriate way in which they are visible in the community.

On a MOTION by Jim Benerofe, seconded by Beth Kava, the meeting was adjourned at 10:23 a.m.



Nicholas Wolff, President/Secretary