

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

**Capital Campaign/Renovation Project:**

Prior to the Gala, campaign fundraising totals were \$511,551 toward a campaign goal of \$700,000. An additional \$4,200 for the Campaign has been donated as a result of the Gala through the Fund-A-Chair program and for attendees who wanted to get their names on the plaque.

Our next major goal is to secure additional support for Phase II-The Learning Commons. With the Gala a wrap, I will be finalizing our solicitation materials and prospect list in the very near future. Several people at the Gala expressed interest in participating in Phase II.

**Events:**

The Gala was a great success, with about 210 people in attendance (including around 12 walk-ins). It was a wonderful opportunity to showcase The Edge and talk about what is next for the Library. Our honorees helped so much to make the evening successful, by bringing in their friends and supporters, and with their inspirational remarks spotlighting teen services.

Thanks go to the fantastic Gala committee, headed by Fred Singleton and Jen DeMilio; in addition, there were 7 or 8 high schoolers from the Cross Country team volunteering at the event. The committee helped organize a terrific silent auction and raffles, created wonderful décor, encouraged friends to attend, helped with setup, and did an amazing job with logistics during the event.

Guests enjoyed cocktails in The Edge and dinner in the empty area where fiction has now been relocated. Caperberry did an excellent job as usual, though we didn't have much food left over. The wine was donated by Corx. Our in-house catering staff (aka DPW maintenance) was extremely helpful as always.

We put together a Virtual Journal, which was displayed on the four new monitors in the new circulation area and projected on the wall in The Edge; this saved printing costs; the digital format related well to our goals and hopefully did not deter any ad-takers who are used to seeing their ad in print. Many thanks to Ryan Jackson and John Lolis for going above and beyond to help get this set up.

Our awards program, with remarks by Nick Wolff, Paul Schwarz, Brian Kenney, Mayor Roach, our honorees and their introducers, was spirited and moving. Although there was an emphasis on The Edge and teen services, the speakers also talked about the Library's plans to revitalize adult services, and Yuki Haynes said in her remarks that everyone comes to the Library for their own individual reasons and we are here to serve them all. Our guests responded positively to the evening; we have received four new Campaign gifts and several expressions of interest in giving to Phase II as a result. Guests were able to view the temporary donor signage, prompting several people to give in order to be on the plaque.

--A public Grand Opening Ceremony for The Edge is scheduled for Saturday, Dec. 14, 2-3:30 p.m.

**Business Solicitation Plan:**

The Foundation has committed to making a concerted effort to expand contributions from area businesses. The committee is organizing an annual membership approach to corporate fundraising, with giving levels and benefits for each level (forms of recognition, gala tickets, etc.) We will be doing another round of solicitations over the next month and individual board members will be following up.

**Annual Appeal:** The appeal letter for our Annual Campaign is being mailed this week.

**Grants:**

--**Allstate:** The grant has been approved for 2014, our fourth year of funding. We will continue a mix of programming, outreach, and advertising on teen safe driving and economic empowerment.

--**Shinnyo-en Foundation:** Shinnyo-en is the named sponsor of the Media Lab in The Edge. Their grant is \$50,000 over two years, of which \$29,000 is for technology, \$15,000 is for furniture, and the balance for programming. We have used the first year's grant allocation for technology for 10 laptops, 8 iPads, and software and apps. These are already being put into service for teen programs and will be used this summer and into the future when The Edge comes online. Library staff is developing a purchase list for the second grant installment due in December.

During the Gala weekend, we held a planning retreat with Shinnyo-en, School District representatives, and students to discuss a new collaborative program grant involving The Edge on November 1-2. There will be a follow-up meeting December 5 to continue planning. Shinnyo-en is also sponsoring two Library staff members to attend the National Service Learning Conference in April in Washington DC. Brian Kenney will speak on a panel discussion on collaborative grant development, along with a WP School District representative and several people from another collaboration in Redwood City, CA, also funded by Shinnyo-en.

--**DASNY:** We have been reimbursed for the two self-check units for The Trove, and for \$38,000-worth of audio-visual equipment for the Auditorium and Museum Gallery. Still pending are the completion of three self-check units for the first floor, miscellaneous small-ticket AV items, and two PCs for The Edge.

--**Family grant:** \$10,000 of a \$50,000 Campaign pledge from a local family was designated for technology purchases for the Edge's Mixing Area. We are in the process of acquiring these items (iMacs, PCs, iPads) to have all in place by the beginning of December for the soft opening of The Edge.

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

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

**Minutes of Regular Meeting of September 25, 2013**

The minutes of the regular meeting of September 25, 2013 were approved on a MOTION by Fred Perkins, seconded by Jim Benerofe.

**President's Report**

President Wolff stated that the Committee reports would cover current Foundation initiatives, and thanked the Board members for their enthusiasm and efforts.

**Library Director's Report**

Library Director Kenney stated that the renovation project was on schedule and that next week he would be focused on getting the temporary Certificate of Occupancy for The Edge space for the Gala.

**Committee Reports**

Campaign Committee: Ms. Tabakman reported that she met with Mr. Kenney and Ms. Hollahan and reviewed the donor recognition signage and also discussed the ribbon cutting ceremony. Ms. Tabakman remarked that the ribbon cutting ceremony was a chance to preview what comes next in the library. Ms. Hollahan advised the Board that Timely Signs (who previously did the signage in the Trove) would have proofs available at the end of the week and a mockup at the Gala so if anyone wants to make changes they can. Ms. Hollahan also commented that the official plaques would be displayed at the opening of The Edge.

Gala Committee: Ms. Hollahan noted that the final meeting of the Gala Committee was held last night. Ms. Hollahan reviewed the event and some of the items that were available for the silent auction. Libby Hollahan also stated that the virtual journal had a number of corporate ads that would be displayed during the event.

Business Committee: Mr. Kaye remarked that the committee is developing its prospect list for corporate donations, and was in the process of finalizing the initial outreach letter to be sent to 100-200 organizations and professionals. Mr. Kaye hoped that this outreach would lay the foundation for the long term and commented that the next phase would involve the board members.

**Executive Director's Report**

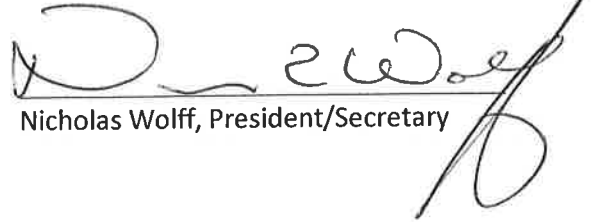
Ms. Hollahan reviewed her written report and noted that the Job Club was now funded by Allstate for next year instead of unrestricted funds. Ms. Hollahan noted that the remaining three self-checks machines to be funded by DASNY had been ordered from Sentry Technology.

**Treasurer's Report**

Ms. Bradley reviewed the financial reports as of October 16<sup>th</sup> and audit status. Ms. Bradley remarked that a

meeting needed to be scheduled with the Finance Committee for an in-depth review of the audit and the auditors would address the Board in December.

On a MOTION by Gail Schwartz, seconded by Fred Perkins, the meeting was adjourned at 9:48 a.m.



Nicholas Wolff, President/Secretary