

Memo to: White Plains Public Library Board of Trustees
From: Libby Hollahan
Date: June 2, 2015
Re: Library Foundation Report

Fundraising:

At our April meeting, the Foundation approved setting a \$500,000 fundraising goal over three years (through 6/30/18) for Phases 2 and 3 of the first floor renovations. The renovated adult library will be called "The Hub," which will include the Hope & John Furth Learning Commons, the Café & Friends' Bookstore, the Marvin & Renee Kent Tutoring Alcove, and the George and Lucia Perkins Large Print Collection, and other areas available for naming. We are developing plans and new materials to move the Campaign forward.

Recent gifts include an unrestricted \$8,000 gift from a regular donor who prefers to remain anonymous but is very interested in local history. Also, \$1,200 in total restricted gifts for the Clarice Wilson Memorial Concert fund; the annual concert took place on April 26 with a beautiful performance by pianist Adam Kent.

A First Year Report on The Edge with a thank you letter will be mailed to Edge donors this week.

Our Fall 2015 Gala will celebrate the Foundation's 20th anniversary. The fundraising focus will be on the Campaign for The Hub. Jen DeMilio and Fred Singleton have graciously agreed to co-chair the Gala again this year. Gail Schwartz is chairing the Gala Honorary Committee, and we are in process of inviting people. Our honoree is Phil Klay, White Plains native and author of "Redeployment," the 2014 National Book Award winner.

Grants:

--Shinnyo-en Foundation:

--Eastview 6th grade visits to the Library funded through this grant took place over the last month, with groups of 125-150 students visiting on 4/29, 5/6, 5/15, and 5/21. The students enjoyed a full day program of workshops and tours of the Edge. We had great feedback from Eastview staff.

--Will again offer the Summer TV Production Camp funded by this grant.

--Shinnyo-en program director Ineko Tsuchida will be here on June 10 for a site visit and discussion about future funding.

--Allstate: The out-of-home ad campaign portion of this year's grant begins mid-June with billboard ads at the City Center movie complex, White Plains train station, and bus shelters again this year.

--Submitted our proposal for 2016. Program is likely to include some new teen programming on career readiness and leadership development, as well as teen safe driving and financial literacy/career development for adults.

Other:

Working with Brian Kenney, Max Rodriguez, Frank Williams and Jill Iannetta on the Westchester Children's Book Festival planned for Oct. 17. Budget is \$11,500. Have received \$2,000 in sponsorship support so far; waiting for approval on another \$5,000 sponsorship; and will be soliciting additional sponsorships.

White Plains Library Foundation
Minutes of Board of Directors Regular Meeting
April 22, 2015

The regular meeting of the White Plains Library Foundation Board of Directors was called to order by President Diane Tabakman at 7:05 p.m. at the White Plains Public Library. Directors in attendance were: Jim Benerofe, Jen DeMilio, Yuki Haynes, Richard Hecht, Susan Hecht, Joan Kass, Beth Kava, Brian Kenney, Barbara Loucks, Marjolein Mooney, Denise Serra, Gail Schwartz, J. Frederick Singleton and Diane Tabakman. Absent with notice were Denise D'Ambrosio, Richard Kaye, Gregory Keenan, G. Frederick Perkins, Jr., Nick Wolff and Assistant Library Director Kathy Degyansky. Also present were Foundation Executive Director Libby Hollahan and Secretary to the Library Director, Sandra McDaniel.

Minutes of Regular Meeting of March 25, 2015

The minutes of the regular meeting of March 25, 2015 were approved with two corrections on a MOTION by Yuki Haynes, seconded by Fred Singleton with abstentions from Barbara Loucks and Denise Serra.

Library Director's Report

Library Director Kenney stated that he had met with Library Board of Trustees President, Tim James, on how to work with City Hall to further Phase 2 & 3 of the renovation and Mr. James agreed that both Boards should meet with Mayor Roach and John Callahan informally over the next few weeks. Mr. Kenney remarked that he had done research on similarly-sized libraries and gave examples where the Foundation Boards of those libraries had raised the needed money. Ms. Serra asked if we could contact these Foundation Directors regarding their success stories and Mr. Kenney agreed to do so. Library Director Kenney stated that he presented the library budget to the Common Council today and they had a very positive conversation.

Treasurer Hecht remarked that the City had approved a few projects in the budget for the library and Mr. Kenney responded that some of those projects had not been funded. Mr. Kenney advised the Board that the next capital project scheduled to take place was the heating system replacement which would cost approximately \$1.0M. Mr. Hecht stated he was on the City's Budget & Management Advisory Committee and said that the City was being fiscally conservative due to concerns about the City's economic outlook.

President's Report

President Tabakman discussed corporate giving and cautioned that we should not expect it to be a major source of Foundation fundraising, as corporate giving has declined since the recession and is now often being channeled through companies' marketing budgets. The Board discussed the attributes of the adult learning area and thought it should have a short, catchy name for the entire adult area—something similar to The Trove and The Edge. The Board came up with a list of potential names that would incorporate the several designated areas already in place (Hope & John Furth Learning Commons, etc.). Ms. Hollahan asked that the Board provide feedback on the list of names and would like to settle on a name by the next board meeting so that we can begin using it in marketing materials for the Campaign and Gala. On a MOTION by Richard Hecht, seconded by Jim Benerofe, approval was granted to embark on a fundraising goal of \$500K by June 30, 2018 for a contribution to the City's continued renovation of the first floor of the library (Phases 2 & 3).

Committee Reports

Ms. Hollahan stated that Jen DeMilio and Fred Singleton would be back as co-chairs of the Gala and that Jeane Garment, former board member, would be on the Honorary Committee. Ms. Tabakman stated that there was nothing to report from the business committee.

Executive Director's Report

Ms. Hollahan discussed her written report and mentioned the United Way Giving Local Day which was a 24 hour online giving event scheduled for May 5th and 6th with purpose of raising money for non-profit

organizations and a way to build constituents. Ms. Hollahan stated that the 6th grade visits to the library were approaching and volunteers were needed from 10 a.m. to 12 p.m. as well as help at lunchtime and with the art activities on the following dates: 4/29, 5/6, 5/15, 5/21.

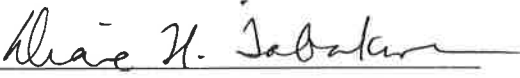
Treasurer's Report

Treasurer Hecht stated that this financial report was not that different from last month's report. Mr. Hecht noted that at the next Finance Committee meeting would be scheduled shortly and the revised 990 would be available at the next board meeting.

Ms. Hollahan thanked Mr. Singleton for arranging outreach tables for Allstate at the Loucks Games and noted that the Friends of the Library Annual Meeting/Local History Program would take place on May 17 and she would like see the board members show their support.

Ms. Tabakman recommended the local history training giving by Librarian Himmelfarb.

On a MOTION by Jim Benerofe, seconded by Susan Hecht, the meeting was adjourned at 8:23 p.m.


Diane H. Tabakman, President/Secretary