

Wilton Library Association

January 27, 2010

Minutes

Present: Jeff Barbour, Trish Clifford, Susan Diloreto, A.P. Duffy, Pat Gould, Glenn Hemmerle, Janice Hess, Chris Hevesy, Marianne Howatson, Whitney Janeway, Greg Jansen, Michael Kaelin, Kathy Leeds, Dan Mahoney, Derrel Mason, Lauren McLaughlin, Holly Sexton, Harry Somerdyk, Susan Sullivan, Elaine Tai-Lauria, Diane Wilson.

Absent: Shirley Bergin, David Clune, Judy Higby, Ken Kempson, Dave Waters.

In President Judy Higby's absence, Vice-President Whitney Janeway called the meeting to order at 7:34 pm.

The minutes of the December Board meeting were reviewed. Harry Somerdyk made a motion to approve the minutes from the December 16th Board meeting, and Glenn Hemmerle seconded the motion. There were no objections or abstentions and the minutes were approved as submitted.

Treasurer's Report

Treasurer Greg Jansen provided an overview of the Board of Selectmen (BOS) budget presentation held earlier in the month and reported that the meeting was standing room only, with supporters from the Board, staff and other constituents present. He commented that there was endorsement of the proposed budget from the BOS. Kathy Leeds stated that it would be unlikely that the Library's budget would be cut further, but the need for the public to write letters of support was still welcomed. It was reported that the next Board of Selectmen/Board of Finance meeting would be a public hearing on March 25 and the Board was encouraged to attend, in addition to the Town Meeting on May 4th to approve the budget.

Mr. Jansen presented the December 2009 Treasurer's Variance Report and monthly Operating Summary for December 2009. Mr. Jansen noted that there was improvement compared with budget related to Operating expenses. In addition, he reported that on the Restricted Funds Summary, Restricted Revenue will have a positive variance due to anticipated revenue from the May 15 Gala. It is projected that there will be a combined surplus of almost \$59k at the end of the fiscal year.

Discussion ensued regarding the Pension expense. Ms. Leeds explained that fewer people are retiring and there is less payout.

Mr. Jansen informed the Board that a Form 990 is filed every year by every non-profit organization. He noted it is a public document and the completed form was sent to the Board as a courtesy, but that no action was needed by the Board.

Directors Report

Kathy Leeds presented the Director's Report and stated there would be a letter to the Editor in next week's newspaper regarding the Library's budget. Ms. Leeds reported plans for increasing revenue are being implemented, in addition to cuts in expenses, and these changes are starting to reflect positively in the financial reports. Ms. Leeds explained they worked very hard to come in with a flat budget, understands what the town is going through, and wants to be part of solving the problem. Specific focus is to augment revenue in ways that

doesn't hurt the people we serve. Ms. Leeds provided some examples such as charging more for items that are out past their due date (25c per day overdue fees), and small fees for use of study rooms for commercial use. Suggestions were made to edit the letter to indicate the majority of the work we do is no cost to the town, and any donations would be accepted.

Development Report

Sue Sullivan distributed the Development Report dated January 27, 2010 and reported that the Library is at approximately 69% of target related to the Annual Appeal. Ms. Sullivan stated that the Library is ahead of last year's numbers: the number of gifts are up and the dollar amount up over 3% compared with last year. She stated the Development group is optimistic that we will reach our goal of \$200k. Ms. Sullivan reported that a second reminder will go out in the way of a Valentine message in February, and 1,500 to 1,600 letters are going out to people who have used the library but have never given donations.

Ms. Sullivan informed the Board that a 'Save the Date' postcard will be mailed for the Moonlight Magic Gala on May 15th. She stated that we need to make this a truly successful event, and encouraged participation and support. Ms. Sullivan reported that the goal is for the Library to make \$80k, and a planning committee is in place. She emphasized that an important aspect of the fund raiser is sponsorship support to underwrite the costs. Ms. Sullivan distributed a draft solicitation letter for employers or businesses. She explained there will be a formal letter of sponsorship possibilities available and asked the Board for their consideration and support. The Valentine appeal and 'Save the Dates' will be sent out electronically and a recommendation was made send the corporate appeal in a .pdf format.

Discussion ensued around analyzing changes made related to the Annual Appeal between last year and this year to pinpoint if timing made a difference or some other factor that resulted in the increase in donations this year. Ms. Sullivan reported that 'thank you' phone calls were made, and efforts were increased related to reaching out to our constituents and givers including a more personal touch.

Kathy Leeds noted one new area that will be on the Development Report, the planned giving endowment fund. She reported that a plan has been created including a schedule.

Committee Reports

Booksale: Pat Gould reported that the holiday book sale as of December 23, 2009 resulted in revenue of \$8,222 and the Library cannot afford not to do this every year. Ms. Gould reported that the annual book sale is April 10-13 and sign-up sheets will be distributed next month. Ms. Gould explained one change they are going to implement this year is \$5 bag day.

Mr. Janeway encouraged all to support and work at the book sale in April.

Technology: Elaine Tai-Lauria noted that the Technology Committee meeting was postponed and she would provide a committee update in February.

Nominating: Whitney Janeway reported that he is chairing the Nominating Committee consisting of David Waters and Derrel Mason. Mr. Janeway announced that three people will be ending their 2nd term: Sue Sullivan, Greg Jansen, and Dave Clune. Mr. Janeway reported that the Committee is trying to get some worthy candidates to replace the Members who are rotating off the Board. Mr. Janeway explained that individuals who served two

consecutive terms on the Board can be off the Board for a year, then they can come back again as Board members, if approved.

There being no further business, Trish Clifford made a motion to adjourn the meeting, Harry Somerdyk seconded and the motion was carried. The meeting was adjourned at 8:20pm.

Respectfully submitted,
Holly Sexton
Secretary