

Minutes of The Manheim Township Public Library Foundation Board Meeting

Wednesday , February 25, 2015

The meeting was called to order at 5:32PM by D. Ferruzza.

Attendance was taken and a quorum was confirmed.

In attendance: K. Anderson (library director), D. Ferruzza, D. Labezius, R. Manix, L. Slaymaker, G. Pasewicz.

Absent (by prior arrangement): A. Miller, J. Renninger

D. Ferruzza gave a brief introduction to new board members Labezius, Manix, and Slaymaker. Board members introduced themselves.

Public comments on the agenda: None. D. Ferruzza commented that the footpath from lower parking to the library entrance had not been shoveled. K. Anderson will check on it. Shoveling was to have been done by the Township; the library is liable if someone were to be injured.

Minutes of the prior meeting: The minutes were amended to read that all but \$5,000 was transferred from the MTPL escrow account. L. Slaymaker made a motion to accept the minutes as amended. D. Labezius seconded the motion. The vote to accept was unanimous.

Current business:

Director's January Activities Report (Anderson)

- Number of visitors is down from last January because fewer activities were programmed. 2014 drew many to a January Film Festival (Film Forward Grant).
- New acquisitions are down because the new manager is training on a different system for recording purchases and is familiarizing herself with resources and procedures.
- Very high revenues are reported because the library receives its state funding all at once in January of each year.
- MTPL used no Township funding for January because of the state funding.
- Because a MTHS senior had exhibited leadership strengths as a volunteer on MTPL's youth programs including 'summer theater,' (and had cited those efforts on her college application credentials), her college awarded her an additional \$120,000 in scholarship aid.
- The Lititz Area Kiwanis Club donated \$3,000 of its Chocolate Walk revenue to MTPL.
- Google Analytics showed MTPL website traffic included 4,000 visitors, 8,000 visits, and 27,000 page views for January.
- Library computer servers will be obsolete and must be replaced by July 15, 2015.

Standing Committee Reports:

Facilities Committee (Anderson)

- Township has been alerted about repairs needed for the exterior of the building.
- MTPL patrons complain to staff about severe limitations on parking two to three times per week. Parking is increasingly problematic as the library adds to its programming. The board discussed the parking problem and potential solutions.
- Board members expressed concern because the lack of directional signs has caused some motorists to drive the wrong on the divided roadway section of Granite Run Drive, east of Fruitville Pike.

Friends Group

- The Friends group still needs two volunteers to replace the annual book sale's co-chairs, who are resigning after next year's sale.

Finance Committee (Renninger - absent)

- Suggestion that the Board review the Foundation's investment policy.
- Discussion over how donations are deposited to the library's accounts and how funds are transferred between accounts.

Old Business

2015 Fundraising Plan

- Annual fundraisers are the book sale, the direct letter campaign, and the Extraordinary Give.
- Potential fundraising ideas include a purse bingo, a Valentine's Day drawing, and parties sponsored by existing donors.
- Organizing to maximize ExtraGive donations will start earlier this year.

Strategic Plan

- Board discussed how to schedule meetings to write a new strategic plan. Meetings will probably be scheduled for weekday evenings.
- Other libraries have found success using a Strengths, Weaknesses, Opportunities, Threats (SWOT) approach to strategic planning.

State Report

- MTPL's annual report to the Pennsylvania Office of Commonwealth Libraries is due. K. Anderson is working with the State Library to resolve IT problems (at the State Library) in submitting statistics and data.
- The MTPL's report will be sent first to the Library System of Lancaster County, then to the Office of Commonwealth Libraries.

New Business

- K. Anderson participated in the ALA conference in Chicago, and found it edifying, educational, and professionally invigorating. She focused on sessions related to *Libraries Transforming Communities*.
- MTPL plans to purchase special equipment that presents multi-sensorial storytimes for children on the autism spectrum. This may be an opportunity for an EITC sponsorship or a designated contribution.
- MTPL is looking at new software that helps parents customize their children's book choices.
- MTPL staff is transitioning to Microsoft Office 365. The LSLC is switching from Microsoft Outlook to Office 365, which is a cloud system similar to Google Docs. This is a big change. Training will be provided by the LSLC.
- EITC Program renews after May 1, 2015. Businesses receive tax credits for contributions made to new library programs approved by the Commonwealth.

Miscellaneous

- Township requested that the MTPL follows up on approximately \$8,000 in outstanding pledges made to the capital campaign. Reminder letters had been sent to those who made pledges but have yet to submit their donations. Board member R. Manix offered to phone those donors.

Adjournment

- R. Manix made a motion to adjourn the meeting. L. Slaymaker seconded the motion to adjourn. Adjournment was unanimously approved at 6:44PM.

Next Meeting

- The next meeting will be March 25, 2015 at 5:30PM.

Respectfully submitted,
G. Pasewicz, Secretary