

Friends of Upper Dublin Public Library
Regular Monthly Board Meeting
Upper Dublin Township Library Conference Room
May 11, 2017

The meeting was called to order at 1:00 pm by Board President, Robert Stutz.

Board Members Present: Joan Chinitz, Jan Frohner, Bryan Gillespie, Dick Haggard, Jo-Ann Hunt, Cathy Murphy, Karen Preston and Robert Stutz. Absent: Jerry Caplan, Sandy Merritt and Connie Sugarbread. Also absent: Active Friend: Linda Walker.

Others Present from Library Staff, Friends and Library Board: Lauren Smyth, Assistant Library Director, for Cheri Fiory.

Minutes of April Meeting: Dick Haggard
Approved as presented.

Treasurer's Report: Jo-Ann Hunt, Treasurer: Review of income/expenses to date as well as all existing deposits, checks and withdrawals. As of 4/30/17: Checking account balance: \$72,186.39; Savings account: \$20,302.98. Total deposits on hand: \$92,489.37; Total Income: \$2,093.44 (YTD: \$11,161.84); Expenses/Withdrawals: \$1,876.99 (YTD: \$18,140.72). Donations: \$1,062.99, including \$1000 from the Colony Club for Children's Programs. Jo-Ann has set the Friends up with PayPal at the 2.2% non-profit rate. Karen will set up the web page to include PayPal, and an email will alert public about Pay Pal. Jo-Ann said that some electronic donations are coming in, but it is virtually impossible to identify the actual donor that comes in through a third party. Jan's future thank you notes may include that caveat. The Treasurer's report was approved as presented.

Membership: Jan Frohner: As of May 11 there are 95 new members, 172 renewals and 11 lapsed members (hadn't joined in 2016 but are still on rolls) for a total of 278 members. Jan reviewed our last membership mailing. The mass mailing to patrons who took out 10 books or more yielded a 4.13% return. Discussion: Looking to the future, Robert asked about a list of those who took out 5 books or more, and Bryan would like Cheri's input about what lists can be generated. Do we try to identify and target program attendees, e-book subscribers, etc.? Lauren will relay the requests to Cheri, and Karen will help with the data compilation and analysis.

Fund Raising:

Craft Show: Saturday, August 26: Jo-Ann, Robert : There are currently 30+ vendors. Jo-Ann met with Bryan, who will take charge of food. Discussion of potential donors: Jarrettown Hotel will not donate this year. Robert has approached his dentist, and Cathy may try Zake's. We should think of others.

Thank You Beer Tasting Event: Friday, June 23, 2017: Robert: Maple Glen Pizza will again donate pies. Ambler Beverage will supply beer, ice and soda, as well as a speaker, and our total cost will be \$200. Lauren is still trying to secure a musical group from Upper Dublin High School. Jo-Ann is getting labels for the postcard invitations. Jan will design the card based on last year's successful design, Cheri will see if the township will pay for postage and Dick will check with Almo re: printing. Mailing ASAP with June 1 deadline.

Old Business:

Digital Sign: Cheri had asked the principal if the library could ever use the Upper Dublin High School sign and was told that, since others may make the same request, we could not unless we were doing something in conjunction with the high school. Bryan, Cathy, Dick and Robert met with two appropriate sign companies which both have local representatives and can do the entire job including software, installation, etc. Cathy passed out extensive information from one of the companies, Stewart Signs. If the library relocates, the sign can be moved since it would use WIFI, and no cable is involved. Cost would be about \$20,000, hopefully split between the township and the Friends. The sign is two-sided, rotates messages and provides both type and graphics. It would probably be on Loch Alsh Avenue closer to the township building and might necessitate the removal of one tree. Cathy spoke with staff of multiple libraries in both Ohio and Pennsylvania, and all agreed that their signs brought in business. Some even felt they had underestimated the impact of the sign and urged that we not scrimp on the size. All liked the company they used. One library uses its sign as a fundraiser, renting it to community members for personal use (even including a marriage proposal). Robert moved that we proceed with the digital sign with the caveat that Upper Dublin Township joins us as a 50% partner. Motion seconded and accepted unanimously. Dick cautioned that we should be prepared with steps to take if the township does not partner with us. A township representative, who will be identified by Cheri, will need to join the committee. The committee will meet with vendors for a walk through.

New Business:

Election of Friends Board officers: Dick Haggard will replace Jerry Caplan as vice-president. All others agreed to serve again, with Cathy and Dick acting as secretarial backups for Joan. Slate approved: Robert Stutz, President; Dick Haggard, Vice-President; Jo-Ann Hunt, Treasurer; Joan Chinitz, Secretary.

Possible Audit: Dick and Jo-Ann had attended a legal session several years ago at which an annual audit was recommended. This now seems prudent since our budget has grown. As a first step Cheri will see if Jonathan Bleemer, the Finance Director/Assistant Township Manager, can do this for us.

Lawn Chair Raffle: Lauren: The Adirondack chairs will be raffled as a pair for \$2/@ and 3 for \$5. After discussion it was decided that the raffle will be advertised at the beer tasting event but not sold there. Suggested date for sale: Memorial Day to July 1.

Director's Report: Lauren for Cheri: Harry Potter and other children's exhibits and programs starting. On Monday, 7/17 at 7:00, Bobby Rydell will appear at the Ambler Theater for a Q and A and book signing. This is a free, ticketed event. T-shirts for the summer reading club are for sale.

Library Board Report: No report. They will meet next week for elections. Josh Barol is stepping down.

The next meeting of the Friends' Board will be on Thursday, June 8 at 1:00 pm. in the Upper Dublin Public Library Conference Room. As always, the public is invited to attend.

With no further business the meeting was adjourned at 2:42pm.

Respectfully submitted,

Joan Chinitz, Secretary