

FOUNDATION FOR SOUTHERN TIER LIBRARIES

Minutes

August 10, 2011

Southern Tier Library System Service Center, Painted Post

Foundation Board members present: Judy Phillips, Dorothy and Mickey Martelle, Bonnie Weber, and Dale Wexell

Observers present: Mary Bacalles, Maija DeRoche, and Ristiina Wigg

Chairman Dr. Dale Wexell called the meeting to order at 4:35pm and determined that a quorum was present. The Foundation Board unanimously approved minutes of the July 5th meeting.

President's Report:

The Incorporation Documents and application fee have been filed with the Division of Library Development. The application will be submitted to the Regents next week and may be placed on the October 17/18 meeting agenda for approval.

The Foundation has received a \$100 contribution in the form of a check made to STLS! It is our first contribution.

Chairman Wexell asked if Foundation members would be interested in participating in a webinar on Foundation trusteeship. He will look to see what webinars are available. Foundation trustees could participate by

* registering over the Internet from their home computer and downloading necessary software, or

* participating as a group at STLS

Mary Bacalles participated in training for a foundation she serves on and found it very helpful.

At the next meeting Treasurer Paul Webster will report on development of a Financial Structure document.

Chairman Wexell reviewed a summary of the July meeting's brainstorming discussion on PR/Marketing and Fund Development strategy.

- September/October the Foundation Board will work on a press release
- January – May individual board members will make 10 – 15 minute presentations to individual library boards and library Friends groups

- The Board will develop talking points to use in the presentations so that everyone carries the same message.
 - The most important point will be answering questions about competition with local libraries for funds.
 - The Foundation will be funding universal services which support all libraries and finding alternative sources of funding
 - Success will create support. As the Foundation raises funds, in addition to paying off the mortgage, individual libraries will be eligible for special projects

The Board discussed the potential impact of the 2% tax cap on libraries. Based on her experience as Watkins Glen mayor, Judy Phillips expressed concern that towns, villages, and other municipalities will be looking for places to cut funding, including cuts to library funding. Dot Martelle cited the Howe Library, Welleville's successful experience with a public vote.

- 82% (36) of STLS libraries and reading centers have a public vote on at least a portion of their budget
- Of those 36, 42% (15) also receive funding from municipal budgets
- 18% (8) of STLS libraries and reading centers are solely funded through municipal budgets – villages, towns, cities

Tight funding will make the Foundation even more important in supporting local libraries.

Foundation brochure. Trustee Phillips and Bonnie Weber reviewed 3 brochure variations and pros and cons of each. Dorothy Martelle made several editing suggestions and Maija DeRoche suggestion using sketches of libraries. She will bring copies of a Montour Falls Glorious T brochure illustrated with sketches to the September Foundation meeting. Dale Wexell will provide some free clip art. The brochure is to introduce the Foundation to libraries and the community, be attractive but not expensive, have lots of white space, be clear, compelling, and direct.

Rusty Wigg reported on Allison Monell's offer to have materials printed for the Foundation. The Board was very appreciative of Ms. Monell's work in creating a logo, and developing stationary and will give credit to her valuable contribution. Representing an organization with few funds, Trustees must make the most cost-effective decisions possible.

Strategic Plan – Year one. Chairman Wexell asked the Board to review the draft Plan for discussion at the September meeting. When it is adopted, the Plan will serve as a guide at each meeting. He urged Trustees to look for things that might be missing, sections which raise questions.

New Business. Rusty Wigg cited two books of interest:

1) *Asking : a 59-minute guide to everything board members, volunteers, and staff must know to secure the gift.* By Panas, Jerold.

A copy has been donated to STLS by Mary Bacalles, who recommends it highly
Some chapters: 1. The Joy of Asking! --- 2. Thanks for Being a Friend --- 3. You're Never a Loser Until You Quit Trying --- 4. You Won't Get Milk from a Cow by Sending a Letter --- 5. Enthusiasm Is Contagious, Start an Epidemic --- 6. Enlightened Givers Feel the Rapture of Being Alive --- 7. It's Easier to Get the Gift than the Visit --- 8. Successful People Do What Others Never Get Around to --- 9. The Secrets of Success Don't Work Unless You Do --- 10. No One Ever Listened Himself Out of a Gift --- 11. Donors Give to the Magic of an Idea ---

Perceptions of Libraries 2010 .

“OCLC's newest membership report, *Perceptions of Libraries, 2010*, a sequel to the 2005 *Perceptions of Libraries and Information Resources*, is now available. The new report provides updated information and new insights into information consumers and their online habits, preferences, and perceptions. Particular attention was paid to how the current economic downturn has affected the information-seeking behaviors and how those changes are reflected in the use and perception of libraries.”

Meeting Action Steps:

- Maija DeRoche – bring sample brochure to September meeting
- Dale Wexell – send clip art
- Rusty Wigg will send Dale Wexell a link to the Perceptions study

The next meeting will be Wednesday, September 7th , 4:30pm at STLS.

Respectfully submitted,
Ristiina Wigg