



**Bi-Monthly Meeting Agenda
Samuels Library Board of Trustees
January 13, 2025**

1. Call to Order, Determination of Quorum
2. Approval of Minutes from November 4, 2024 Board of Trustees Meeting
3. Approval of Minutes from December 17, 2024 Special Meeting
4. Citizens' Time (5 person limit, 3 minutes for each speaker)
5. President's Time
6. Library Director's Report
7. Finance Committee Report
8. Strategic Planning Committee
9. Policy & Bylaws Committee
10. Development Committee Report
11. Building Committee Report
12. FOSL Report
13. County Update
14. Old Business
15. New Business
16. Adjourn – Next Meeting Date March 10, 2025

Meeting Packet available at: <https://samuelslibrary.net/index.php/about/director-board-of-trustees>

Samuels Public Library Bi-Monthly Meeting
of the Board of Trustees

November 4th, 2024
5:30 p.m.

In attendance:

Melody Hotek, President; Michael Whitlow, Vice President; Michelle Leasure, Treasurer; Lewis Moten, At-Large; Cheryl Cullers, County Representative; Joan Richardson, Celeste Brooks, Ed Richards, Scott Jenkins, Kate Trosch, Erin Rooney, Library Director; Eileen Grady, Director of Operations; Amy Hayes, Development Administrator; Cheryl Harrison, Circulation Manager.

Guest: Olivia Hutton, CPA, Principle and Danielle Kerns, Manager with Yount, Hyde & Barbour, P.C.

Absent: Lisa Cobb, Lori Girard, Daniel Pond, Kim Emerson, Madeline Hickman, Secretary; and Chris Estes, FOSL President.

With a quorum present, Ms. Hotek called the meeting to order at 5:30 p.m.

The Bi-Monthly September 9th, 2024, minutes were presented. Ms. Brooks moved to approve the minutes as presented. Ms. Leasure seconded. Mr. Moten abstained. The vote passed.

Ms. Hotek presented the Special Meeting minutes of October 7th, 2024. Ms. Richardson moved to approve the minutes as presented. Mr. Moten seconded. The vote passed unanimously.

Citizen's Time:

No citizens were present.

President's Time:

Ms. Hotek thanked everyone for their input and research in answering the questions the Board of Supervisors presented. Ms. Hotek collated the information into meaningful and insightful responses discussed at the Board of Supervisors' October 29th work session. As a result of the meeting, there were several questions:

- The following day, Ms. Rooney provided Mr. Butler with the requested list of the 20 non-profit libraries in Virginia.
- Ms. Grady provided Mr. Stanmeyer with the list of requested donations.
- Mr. Jamieson contacted Ms. Leasure to discuss numbers. Ms. Leasure is working to arrange a meeting with Mr. Jamieson, Ms. Hotek, Ms. Grady, Ms. Rooney, and herself.

Library Director's Report:

Ms. Rooney presented the Library Director's report for September and October 2024.

Finance Committee:

Ms. Olivia Hutton, CPA, Principle and Danielle Kerns, Manager of Yount, Hyde & Barbour presented the annual audit of the financial statements of Samuels Library, Inc. and the 2023 Form 990. Discussion ensued. Mr. Jenkins requested the Board of Trustees document its consensus that it continues to be cost effective for the auditor to prepare the Library's financial statements. Ms. Hutton confirmed there is no

recommendation to change our procedure. Ms. Hutton presented the Financial Statement. Discussion ensued regarding the State Aid limit of \$250,000.00 and various portions of the Financial Statement. Ms. Hutton will send the necessary e-file document to Ms. Rooney who will then file Form 990. Ms. Hotek acknowledged the many hours Ms. Grady gave to preparing for the audit. Ms. Hutton in turn voiced their appreciation for Ms. Grady's work.

Ms. Leasure stated the Finance Committee is currently meeting every month, and Board members are welcome to attend.

Ms. Leasure reported the following account balances:

Operating Account = \$ 201,911
Reserve Account = \$ 75,757
Endowment Account = \$1,053,362

Community Foundation Accounts September 1, 2024 – September 30, 2024:

Samuels Public Library Fund = \$7,237.41
Samuels Public Library Endowed Fund = \$8,117.45

Ms. Leasure stated that due to Warren County's recent decision to no longer allow the Library access to public works, the committee met to prepare a revised FY2026 Budget that includes maintenance expenses. Discussion ensued.

Ms. Grady noted updates suggested to the current Budget vs. Actual FY2025 report:

Income Item 4000 – change name from “Investment” to “Endowment”

QuickBooks transfers manual entry into the Budget vs. Actual report.

Income Item 4164 – Construction/Renovation Project: September = \$19,500, October = \$14,750.

Ms. Grady reported that income and expenses are in the range of 33.3%, as suggested at this period in the budget cycle.

Ms. Leasure presented the proposed FY2026. Discussion ensued. Mr. Jenkins moved to approve the initial submission of the proposed FY2026 Operating budget. Mr. Whitlow seconded. The vote passed unanimously. Ms. Rooney will submit the FY2026 budget along with the appropriate document by December 5th, 2024. Ms. Leasure and Ms. Hotek will present the FY2026 budget to the Board of Supervisors in January 2025.

Development Committee:

Mr. Whitlow reported Planned Giving will be the Committee's main focus. Mr. Whitlow has proposed the idea of creating different revenue streams through the Makerspace. Ms. Hayes reported the Annual Appeal mailer is at the printers. Ms. Hayes has arranged the volunteers and anyone else interested to meet on Friday, November 8th from 11:00 am to 2:00 pm to assist in preparing with the mailing.

Ms. Hayes reported the following grants and events:

- The Community Foundation of Northern Shenandoah Valley - \$2,500 for 2025 Children's Winter Reading Program.
- Rappahannock Electric Cooperative Sole Sponsor - \$1,500 for 2024 Holiday Writing Contest.
- Windcrest Foundation Pledge - \$5,000 for Adult Carpet Replacement.
- SummitIG Ask - \$500 Unrestricted.

- The Puzzle Contest is scheduled for Saturday, January 25th, 2025 from 1:00 pm to 4:00 pm.

Building Committee:

Mr. Jenkins said he and Mr. Whitlow are slated to attend the Warren County Buildings and Maintenance Committee meeting on November 14th. Ms. Grady reported that the roof repairs were completed. The roofer also presented his findings in-depth to the Building Committee.

Ms. Grady gave an update on the parking lot lighting dilemma. The electrician whose quote was accepted has incurred medical issues and has been unable to begin the project. The Library has purchased and temporarily installed two LED construction lights to provide lighting after dark. We have since contacted other electrical services for assistance with no success. Out of desperation, Ms. Grady contacted Front Royal Town Manager Joe Waltz and explained our predicament. Mr. Waltz has offered to assist with our lighting emergency. Discussion ensued.

FOSL Report:

Ms. Hotek reported that FOSL will meet on Thursday, November 7th. The annual FOSL Book Sale grossed a record \$8,000.

County Update:

Ms. Cullers complimented the Board of Trustees on their poise and answers during the October 29th Board of Supervisors work session. Discussion ensued regarding partner opportunities with the new Santmeyers Youth Center.

Old Business:

No old business.

New Business:

Ms. Hotek stated that the Policy Committee needs to meet to review Studio 330's policies. Ms. Hotek would also like the committee to review the Bylaws regarding who may attend committee meetings.

Mr. Moten shared that the Warren Heritage Society recently successfully used Studio 330 to digitize media. Through this process, Mr. Moten has identified ten formats not yet available in our memory lab.

Ms. Hotek adjourned the meeting at 7:50 p.m. The next meeting will be held on Monday, January 13th, 2025, at 5:30 p.m.

Respectfully submitted,



Madeline Hickman
Secretary

Samuels Public Library
Board of Trustees
Special Meeting

December 17th, 2024
5:30 p.m.

In attendance: Melody Hotek, President; Michael Whitlow, Vice President; Madeline Hickman, Secretary; Lewis Moten, At-Large; Lisa Cobb, Celeste Brooks, Joan Richardson, Lori Girard, Kim Emerson, Scott Jenkins, Kate Trosch, Chris Estes, FOSL President; Erin Rooney, Library Director; Eileen Grady, Director of Operations; Cheryl Harrison, Circulation Manager.

Absent: Michelle Leasure, Treasurer; Ed Richards, Daniel Pond; Cheryl Cullers, County Representative.

With a quorum present, Ms. Hotek called the meeting to order at 5:30 p.m.

Ms. Hickman moved the Board of Trustees to go into Closed Session in accordance with the Code of Virginia Section 2.2-3711, a.7 consultation with legal counsel and or briefings by staff members pertaining to legal documents, actual or probable litigation regarding recent challenges to the organization, structure, and reputation, where such consultation or briefing and open meeting would adversely affect the negotiating or litigating posture of the public body.

Mr. Moten seconded, and the vote passed unanimously.

Ms. Girard moved that the Board certifies to the best of each member's knowledge that the only public business matters lawfully accepted from open meeting requirements under section 2.2-3711, a.7 of the Code of Virginia, and only such public business matters were identified in the motion by which the closed meeting was convened or heard, discussed, or considered in the meeting by the public body.

Mr. Jenkins seconded, and the vote passed unanimously.

Ms. Girard moved that the Board approve the changes to the articles of incorporation, selecting a new registered agent and amending the paragraph on dissolution of assets.

Mr. Moten seconded, and the vote passed unanimously.

Mr. Jenkins moved that Samuels Public Library work with its attorney to take all action as may be necessary regarding Chapter 7 of the Warren County Code of Ordinances.

Ms. Cobb seconded, and the vote passed unanimously.

Ms. Hotek adjourned the meeting.

Respectfully submitted,


Madeline Hickman
Secretary

Director's Report

November & December 2024



General Updates

- Volunteer applications have increased, adding much-needed help to Epilogue and the Library roster.
- The Circulation team joined forces with the other departments to prepare and execute a fabulous “appreciation” event for our volunteers and donors.
- The Holiday Open House was another big success;
 - Sharon Fisher continues to provide outstanding Holiday photos.
 - The Blue Ridge Singers were fabulous. If you have the chance to attend a performance, please do so.
 - Jessica Priest-Cahill led the FOSL-sponsored “door hanger” craft. People of all ages created impressive works.
 - LOWES sponsored and attended the children’s craft. They donated several hundred dollars of items for the kids and sent 3 staff members to help.
 - And Santa Claus arrived for story time with Santa!
- Candace Logan left her position as a part time Technical Services assistant on November 23.
- Tina Claflin organized a training with the Library of Congress on recording veteran’s oral histories. Tina attended the training, as well as members of the public and staff from the Handley Library system.
- Staff have been working on gathering data to be submitted for FY24 Bibliostat.
- Participated in Camping for Hunger campaign with the radio station. The library has participated the last couple of years and is a drop off location.

Facility

- Building and maintenance – We have been compiling quotes from contractors for services such as landscaping for next fiscal year.
- On November 25th, Rachael Roman, Tina Claflin and Jessica Sayers met with staff from Handley to give them a tour and answer questions about Studio 330.
- Donation from a patron's mother of a Bernina Embroidery machine and supplies. Estimated value of \$3000.

Usage & Services

- December stats were unavailable at the time of this report.
- Total circulation is already up 7% over FY24 in Nov.
- Traffic count is still up 6% from FY24 in Nov.
- Programming Attendance was up 67% FY24 in Nov.
- Volunteer hours are up 28% from FY24
- Database use is still up by 20% for FY24 in Nov.
- In mid-November, Jessica Sayers setup our Hootsuite account – an annual subscription covered by a donation from FOSL. This connects all our social media accounts – Facebook, Instagram, Twitter, Threads, LinkedIn, YouTube, and TikTok. The convenience of this platform has encouraged the team to start posting more to our previously underutilized accounts (everything but FB and IG), which will hopefully have a positive impact and allow our content to reach a wider audience.

Programming Highlights

- The very in-demand Sewing 101 program continued with November and December sessions. They consistently have a waitlist and our instructors are expanding the number of classes starting in February.
- Studio 330 had a total of 19 individual appointments in November and 21 in December. The Studio started hosting open hours on Thursday afternoons from 12-4 in November. Reference staff assisted 11 people during walk-in hours in November and 14 people in December.

- Michal spent half a day at Blue Ridge Tech center doing mock interviews with aprox 10 students for 30 to 45 minutes a person. It was an honor to help the students and enjoyable meeting them.
- Michal had a special "Stuffie Sleepover." Children introduced their stuffed animals, enjoyed some snacks and listened to a story. Later on, their stuffed animals had a "sleepover" in which they made their child a special work of art. Additionally, I took lots of pictures that morning which "caught" the stuffed animal doing something silly. This was a well-received program.
- We have almost 250 entries for our Holiday Writing contest. And the Holiday Writing Reception was a huge success. We had aprox 300 people for the reception. Children celebrated their writing and art by sharing it with the community. Michal hosted it and Ben Garrand did all of the food prep with a few volunteers. Rappahannock Electric and Royal Oak Book store sponsored us. National Media services gave us a discount of several hundred dollars in publishing the booklets. Carolyn Fink did the decorating.
- We had a partnership program with "Healthy Families of the Northern Shenandoah Valley". Over 20 expectant or new mothers enjoyed helpful information and pizza. Ben Garrand enjoyed hosting the program.
- Terri Fritts from the Sheriff's department did a wonderful Santa Story time with Michal that had over 40 children.



Figure 1- appreciation event



Figure 2 – Holiday Open House



Figure 3- Camping for Hunger



Figure 4- Story time with Santa



Samuels Public Library
Finance Committee Meeting
Tuesday, December 3, 2024 at 5pm

In attendance at the meeting were Ms. Leasure, Mr. Whitlow, Mr. Jenkins, Ms. Tosch, Ms. Grady, Ms. Hotek and Ms. Rooney.

Ms. Leasure called the meeting to order. She advised the Committee that she believed we should continue to move forward – Business as usual.

Ms. Grady highlighted small changes to the draft budget which had been requested at the last meeting, she also advised that a contract price had been received from the County for the Fire Suppression System inspection, which was larger than originally forecast, and that the number for that line item had been adjusted – added just under \$2K to the budget total.

The Committee then discussed when the Budget and accompanying documents were required by the County. Ms. Grady advised that the date had been changed from 12/5 to 12/31/24. Ms. Rooney is working on the budget narrative and will send it to Committee members for review as soon as it is ready. Ms. Leasure indicated that Ms. Hotek is working on a FY2026 MOA, which we will submit with the budget packet.

The Committee then advised that they were good with the budget as presented and that it should be forwarded 'as is' in the packet to the County.

Ms. Leasure then adjourned the meeting.

Respectfully Submitted,

Eileen Grady

Samuels Library, Inc.
Budget vs. Actual
thru December
FY2025

50%

		Nov 24	Budget	Dec 24	Budget	Jul '24 - Jun 25	Budget	Budget %			
Income											
	4000 · Investment Account Funding	0.00	0.00	0.00	0.00	28,857.26	29,550.00	97.7%	annual 3% distribution from Investment Acct		
	4005 · Reserve Fund Transfer to Bal	0.00		0.00		0.00	44,760.01	0.0%			
	4020 · County Appropriation	0.00	0.00	256,000.00	0.00	512,000.00	1,024,000.00	50.0%	quarterly disbursements		
	4050 · State Aid	0.00	0.00	0.00	0.00	124,282.50	248,565.00	50.0%	quarterly disbursements		
	4060 · Other Grants/Reimbursements	0.00	0.00	0.00	0.00	3,360.00	5,000.00	67.2%	e-rate funds for internet connection rec'd		
	4110 · Copier Income	888.85	850.00	806.50	850.00	5,774.76	10,000.00	57.7%			
	4115 · Capital One Cash Back	0.00	0.00	49.76	0.00	49.76	0.00	100.0%			
	4120 · Interest Income	270.76	250.00	103.83	250.00	1,837.25	3,000.00	61.2%			
	4140 · Donations	345.20	500.00	670.70	400.00	2,653.72	5,000.00	53.1%			
	4153.5 - Restricted - Legal Cost Donations			12,333.00		12,333.00		100.0%			
	4146 · FOSL Donations	4,500.00	5,000.00	0.00	0.00	6,887.80	20,000.00	34.4%			
	4147 · Adult Dept Donations	0.00	0.00	0.00	0.00	195.53	1,000.00	19.6%			
	4149 · Community Outreach Income	0.00	0.00	0.00	0.00	0.00	4,000.00	0.0%			
	4159 · Thompson Charitable Trust	0.00	0.00	0.00	0.00	0.00	0.00	0.0%			
	4160 · Children's Programs Donations	1,500.00	0.00	0.00	3,000.00	4,000.00	6,000.00	66.7%			
	4163 · StoryWalk	0.00	0.00	0.00	0.00	0.00	500.00	0.0%			
	4164 · Construction/Renovation Project	0.00	0.00	0.00	0.00	300.00	0.00	100.0%			
	4164.5 · Building Maint Don - Restricted	3,000.00		0.00		4,000.00		100.0%			
	4171 · Book Sales - Amazon	60.70	175.00	28.32	175.00	300.02	2,000.00	15.0%			
	4175 · Retail Income	80.75	50.00	131.25	50.00	568.44	750.00	75.8%			
	4190 · Development - from Reserve	0.00		0.00		0.00	4,000.00	0.0%			
	4210 · Fines Income	643.70	1,000.00	596.49	1,000.00	4,244.88	12,000.00	35.4%			
	4215 · FAX Service	38.00	75.00	64.25	75.00	201.63	1,000.00	20.2%			
	4220 · Replacement Costs	804.27	625.00	729.66	625.00	4,445.54	7,500.00	59.3%			
	4230 · Nonresident Fees	10.00	25.00	0.00	25.00	110.00	250.00	44.0%			
	4250 · Interlibrary Loan Chgs	15.00	15.00	0.00	10.00	25.00	150.00	16.7%			
	4400 · Meeting Room Income	0.00	80.00	50.00	85.00	156.00	1,000.00	15.6%			
	4700 · Misc Income	-57.34	0.00	-2.94	25.00	-82.29	100.00	-82.3%			
Total Income		12,099.89	8,645.00	271,560.82	6,570.00	716,500.80	1,430,125.01	50.1%			

Samuels Library, Inc.
Budget vs. Actual
thru December
FY2025

50%

		Nov 24	Budget	Dec 24	Budget	Jul '24 - Jun 25	Budget	Budget %			
Expense											
	6000 · Salaries	68,472.76	65,400.00	68,056.94	65,400.00	405,780.39	786,424.13	51.6%			
	6040 · Retirement Funding/Current	2,501.80	3,075.00	5,965.77	3,075.00	18,463.78	37,000.00	49.9%			
	6050 · FICA SS/Med Payroll Tax Expense	5,238.19	5,000.00	5,206.35	5,000.00	31,042.21	60,000.00	51.7%			
	6060 · Unemployment Tax Expense	8.12	0.00	5.86	0.00	54.71	1,300.00	4.2%			
	6080 · Hospitalization Expense	-1,624.72	-690.00	-1,624.72	-690.00	62,367.10	132,860.88	46.9%			
	6090 · Travel/Administrative Costs	91.08	400.00	0.00	300.00	7,579.19	7,000.00	108.3%	VLA-FOSL donating \$2K toward expenses		
	6091 · Development Travel/Admin Exp	1,002.24	1,115.00	0.00	1,000.00	2,282.39	4,000.00	57.1%			
	6092 · Legal Services	0.00		12,000.00		12,000.00		100.0%			
	6200 · Books/Materials	5,894.12	7,916.65	1,883.51	7,916.65	35,765.39	95,000.00	37.6%			
	6235 · Databases	0.00	2,800.00	0.00	0.00	2,457.00	17,000.00	14.5%			
	6250 · Subscriptions	149.00	2,600.00	0.00	150.00	1,264.66	7,200.00	17.6%			
	6280 · Library Supplies	335.85	350.00	0.00	350.00	2,961.99	11,000.00	26.9%			
	6300 · Internet Access Charges	406.00	400.00	406.09	400.00	2,706.09	6,000.00	45.1%			
	6410 · Special Projects	2,670.57	2,250.00	105.26	750.00	4,511.70	4,500.00	100.3%			
	6411 · Community Outreach	141.45	0.00	0.00	1,000.00	3,975.37	4,000.00	99.4%			
	6420 · Childrens/Special Programs	160.55	750.00	0.00	700.00	531.34	6,000.00	8.9%			
	6430 · Adult Programs	0.00	250.00	0.00	300.00	103.82	2,000.00	5.2%			
	6440 · ILL Charge	0.00	0.00	0.00	0.00	0.00	0.00	0.0%			
	6505 · Amphitheater Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.0%			
	6610 · Contractual Services	30.00	30.00	3,586.10	3,000.00	6,968.92	13,000.00	53.6%			
	6620 · Maint. Supplies/Small Equip.	741.42	750.00	249.51	750.00	6,088.45	9,000.00	67.6%			
	6622 · Custodial Services	0.00	2,900.00	0.00	2,900.00	12,625.00	35,000.00	36.1%			
	6630 · Building Maintenance-repair/rep	0.00	50.00	2,455.00	0.00	50,539.83	7,500.00	673.9%	8/7/24 -Exec Comm approved \$47K from Reserves		
	6632 · Lease Expense	0.00		30.00		30.00		100.0%	to update bathrooms and replace some carpet		
	6639 · Professional Services	0.00	0.00	0.00	0.00	0.00	0.00	0.0%			
	6640 · Furniture	0.00	0.00	0.00	0.00	299.90	0.00	100.0%			
	6641 · Story Walk	0.00	0.00	0.00	0.00	0.00	0.00	0.0%			
	6710 · Insurance	0.00	0.00	0.00	0.00	0.00	6,200.00	0.0%			
	6720 · Utilities	4,003.90	6,000.00	0.00	7,500.00	26,168.74	76,500.00	34.2%			
	6810 · Postage	9.95	750.00	0.00	59.95	832.10	2,500.00	33.3%			

Samuels Library, Inc.
Budget vs. Actual
thru December
FY2025

50%

	Nov 24	Budget	Dec 24	Budget	Jul '24 - Jun 25	Budget	Budget %			
6820 · Telephone	237.17	250.00	0.00	250.00	1,154.18	3,000.00	38.5%			
6830 · Office Expenses/Supplies	374.14	1,250.00	36.20	400.00	2,318.38	6,000.00	38.6%			
6840 · PR & Advertising	298.00	0.00	17.80	200.00	319.37	1,500.00	21.3%			
6850 · Copier Expense	923.46	1,000.00	0.00	1,200.00	5,918.29	11,000.00	53.8%			
6860 · Audit Expense	0.00	0.00	3,556.00	0.00	15,556.00	15,000.00	103.7%	complete for year		
6900 · Computer Equipment	723.93	625.00	0.00	625.00	2,821.93	7,500.00	37.6%			
6905 · Computer Maintenance & Supplies	389.96	625.00	0.00	625.00	1,104.08	7,500.00	14.7%			
6906 · Hot Spots	0.00	200.00	0.00	200.00	45.74	2,500.00	1.8%			
6955 · Library Automation System	0.00	0.00	0.00	0.00	900.00	22,500.00	4.0%			
6962 · RFID	0.00	0.00	0.00	0.00	1,951.00	5,000.00	39.0%			
6963 · SAMS	0.00	0.00	0.00	0.00	0.00	3,000.00	0.0%			
6964 · SenSource	0.00	0.00	0.00	0.00	0.00	340.00	0.0%			
6966 · Firewall Hardware/Software	1,959.92	500.00	145.00	500.00	3,301.17	6,000.00	55.0%			
6969 · Reading Program Software	0.00	0.00	0.00	0.00	1,069.75	1,000.00	107.0%	complete for year		
6970 · Web Calendar	0.00	0.00	0.00	0.00	0.00	2,000.00	0.0%			
6971 · Talkingtech	0.00	0.00	0.00	0.00	0.00	0.00	0.0%			
6972 · Cloud Storage	93.71	100.00	0.00	100.00	495.85	1,200.00	41.3%			
6973 · Mobile App	0.00	0.00	0.00	1,800.00	2,110.65	1,800.00	117.3%	complete for year		
6974 · Server Partitioned Back-Up	0.00	0.00	0.00	0.00	0.00	2,800.00	0.0%			
Total Expense	95,232.57	106,646.65	102,080.67	105,761.60	736,466.46	1,430,625.01	51.5%			



Bi-Monthly Development Committee Meeting Agenda

Wednesday, December 18, 2024

1. Call Meeting to Order and Record Attendance (Whitlow)
2. Approve Meeting Minutes/Recap of Last Meeting (Whitlow)
3. Fundraising & Grant Tracking Report Update (Amy)
4. Current / Upcoming Events (Amy)
 - a. Annual Appeal - Progress Report
 - b. Puzzle Contest [Upcoming - Jan.]
 - c. Day of Giving [Upcoming - Feb.]
 - d. A Taste for Books [Upcoming - Apr.]
5. Potential Revenue Streams (Whitlow)
4. FOSL Updates



Development Committee Meeting Minutes December 18, 2024

The Development Committee met on December 18, 2024 at Samuels Public Library. In attendance were Melody Hotek, Michael Whitlow, Madeline Hickman, Lisa Cobb, Scott Jenkins, Sydney Patton, Erin Rooney, Eileen Grady, and Amy Hayes.

Mr. Whitlow called the meeting to order.

The committee accepted the October 9, 2024 meeting minutes as presented.

Fundraising Tracking Reports

- Ms. Hayes presented the fundraising report to the Development Committee and discussed recent donations and the progress of the Annual Appeal campaign.
- A discussion ensued about how donations can be distinguished from the Annual Appeal Campaign versus the current challenge the Library is facing.

Alternative Revenue Streams

- Mr. Whitlow introduced his proposal of the Alternate Revenue Streams and began a discussion about sustainer donations.
- A discussion about how sustainer donations could be beneficial to the Library ensued.
- The Committee continued the discussion by addressing Planned Giving options and Ms. Cobb volunteered to take on Planned Giving efforts.
- Ms. Patton introduced the idea of featuring what the Library is able to accomplish thanks to sustained donors on social media.

Grant Tracking Report

- Ms. Hayes presented the Grant Tracking Report to the Development Committee and began a discussion about current grant statuses and upcoming grant opportunities.
- Ms. Patton introduced the idea of a matching program through employment, as FOSL is currently exploring such opportunities.
- Mr. Jenkins introduced the idea of including a note about corporate matching in next year's annual appeal.

Updated Reports

- Ms. Patton reported on the progress of FOSLs incoming donations and memberships. She also reported on FOSLs success at the bookstore and bake sale during the Holiday Open House.

There being no further business, the meeting was adjourned.

The next scheduled Development meeting is set for Wednesday, February 12, 2025 from 5:00 p.m. - 6:00 p.m.

	2024						2025						
Fund	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Grand Total
4153 Misc. Donations Operating	\$72	\$680	\$603	\$155	\$133	\$75							\$1,718
4153.5 Operating - Legal						\$12,000							\$12,000
4155 Memorial or In Honor		\$510	\$575	\$250									\$1,335
4160 Children's Department				\$4,000									\$4,000
8003 Reserve Misc				\$1,000									\$1,000
8007 Annual Appeal			\$500	\$1,500	\$18,332	\$24,616							\$44,948
8009 Restricted - Building Maintenance				\$8,300									\$8,300
8009.4 Reserve acct. - Legal						\$500							\$500
Flooring - Reserve	\$1,000												\$1,000

All fundraising proceeds are used for Capital Improvements, Technology, and Special Programs unless indicated otherwise.

Subject: Alternate Revenue Streams - Version 6.0

This document outlines potential revenue streams for the library, with a focus on utilizing existing resources and implementing profitable business models. We will thoroughly vet each opportunity, considering both internal implementation and the potential benefits of partnering with experienced third-party organizations.

Throughout this process, we will maintain a structured approach with clear guidelines, accountability measures, and tracking mechanisms to monitor progress, touchpoints, and project completion. We will also explore opportunities to collaborate and share responsibilities with relevant library committees where applicable.

With growth and development, the goal with these revenue streams will be to commingle and support each other, creating a synergistic ecosystem that maximizes their impact. This may involve strategic planning to integrate offerings, cross-promote initiatives, and leverage shared resources to grow revenue streams concurrently with existing programs.

1. Sustainer Programs

Concept: Encourage recurring donations by offering a membership program with tiered benefits and exclusive rewards.

Sustainer Options:

- Option 1: Simple Donation
 - Donors make a recurring monthly donation with no expectation of receiving any benefits beyond a thank you and recognition for their support.
- Option 2: Tiered Membership
 - Donors choose from different membership tiers with increasing benefits and exclusive rewards based on their donation level.

Value Proposition:

- Provides sustainers with a sense of community, belonging, and impact.
- Offers valuable benefits such as exclusive content, early access, and special events.

- Recognizes and appreciates sustainers for their ongoing support.
- Demonstrates the impact of their contributions on library programs and services.
 - **"Research shows that recurring donors have a 42% higher lifetime value than one-time donors." (Source: Anecdote blog)**
 - **"Studies have shown that nonprofits with monthly giving programs see an average 24% increase in overall giving." (Source: Anecdote blog)**
 - **"Subscription programs can increase donor retention by up to 80%." (Source: Funraise blog)**

Marketing Plan:

- Develop a multi-channel marketing strategy that includes:
 - Dedicated website page with clear calls to action. **"With 72% of donors preferring to give online, a strong online presence and user-friendly donation platform are crucial for attracting and retaining sustainers."** (Source: Funraise blog)
 - Targeted social media campaigns.
 - Personalized email appeals.
 - Direct mail outreach.
 - Promotion at library events.
- Highlight the impact of sustainer contributions and share compelling stories.
- Utilize strong visuals and effective messaging to attract and retain sustainers.

Challenge Points:

- Determine optimal membership tiers and benefits.
- Develop a compelling value proposition for each tier.
- Create engaging content and effective marketing materials.
- Identify and secure resources for program management and fulfillment.

Who Does It Best/Worst?

- Best: NPR, PBS, Brooklyn Library.
- Worst: Organizations with generic appeals and a lack of clear value proposition.

The Team:

- Development Staff: Lead the program, manage donor relationships, and track progress.
- Analyze Needs and distribute responsibility to Board Committees
- Library Staff: Involve staff in identifying benefits and communicating impact.
- Volunteers: Assist with outreach and donor appreciation efforts.

Research & Planning:

- Analyze successful models, define benefits, develop marketing materials, and set fundraising goals.

Timeline to Market:

- Phase 1. We have a current model in place.
- Phase 2. Analyze successful models, define benefits, develop marketing materials, and set fundraising goals.
- Phase 3. Do it better.

Homework/Bibliography:

- Sustainer Podcast Episode-
<https://www.youtube.com/watch?v=4mSlznXI4ho>
- Transcript - <https://www.anedot.com/blog/monthly-g...>
- Non-Profit Podcast and Blog - great transcripts -
<https://www.anedot.com/nonprofit-pulse>
- Fundraising site with examples - Nonprofit -
<https://www.funraise.org/blog/how-to-create-a-subscription-website-for-non-profits>
- Monthly Subscriptions- non-BOX. Scott Jenkins Idea
 - NPR Plus - <https://plus.npr.org/>
 - WETA/PBS Passport -
https://give.weta.org/page/74433/donate/1?ea.tracking.id=nov2024_ock_pbs_test&supporter.appealCode=D2411AW0400PPT&mrasn=1329278.1647408.qr9fw55d
- Reports - <https://www.gofundme.com/c/socialgiving>

- Social Media Strategy Ex. - <https://www.anedot.com/blog/social-media-for-nonprofits>
- Example-https://donate.bklynlibrary.org/give/425872/#!/donation/checkout?c_src=Become-a-member-webpage&c_src2=%20Become-a-member-webpage-Sustainer-Enroll-now

Notes.

2. Planned Giving - Current Campaign

Concept: Cultivate relationships with donors who include the library in their long-term financial plans, such as wills and bequests.

POC: Amy H.

Value Proposition:

- Offers donors a way to make a lasting impact on the library and its future.
- Legacy
- Provides recognition and appreciation for their significant contributions.
- Ensures the library's long-term sustainability and ability to serve the community.

Marketing Plan:

- Develop targeted communication materials for potential planned giving donors.
- Host informational events (and webinars?) about planned giving options.
- Collaborate with financial advisors and estate planning professionals.
- Recognize and acknowledge planned giving donors through appropriate channels.

Challenge Points:

- Identify and cultivate relationships with potential planned giving donors.
- Develop a clear and compelling case for planned giving to the library.
- Provide accurate and accessible information about planned giving options.
- Ensure proper stewardship and recognition of planned giving donors.

Who Does It Best/Worst?

- Best: Universities, hospitals, and large non-profit organizations with established planned giving programs. Scott Jenkins has a reference point.
- Worst: Organizations that lack a clear planned giving strategy and communication plan.

The Team:

- Development staff
- Library director
- Board members

Research & Planning:

- Research best practices for planned giving programs.
- Develop a planned giving policy and procedures.
- Create marketing materials and communication strategies.
- Establish a system for tracking and acknowledging planned gifts.

Timeline to Market:

- Phase 1: We have a current Campaign
- Phase 2: Do a bit more homework and look at creating a model.
- Phase 3: Do it better.

Homework/Bibliography:

- (To be added - research resources on planned giving for libraries)

Notes.

3. Monetize Samicon

Concept: Leverage the existing Samicon event to generate revenue through sponsorships, merchandise sales, ticket sales, and exclusive experiences. There needs to be a perceived value for sponsors.

Value Proposition:

- Provides sponsors with valuable brand visibility and association with a popular community event.
- Offers attendees unique experiences and merchandise that enhance their enjoyment of Samicon.
- Generates revenue to support library programs and services.

Marketing Plan:

- Digital Marketing:
 - Utilize social media platforms (Facebook, Instagram, Twitter) to promote Samicon, share updates, and engage with attendees.
 - Create targeted advertising campaigns on social media and relevant websites.
 - Develop engaging content (blog posts, videos, interviews) to highlight Samicon's offerings and generate interest.
 - Utilize email marketing to reach potential attendees and sponsors.
 - Partner with online influencers and communities to promote Samicon.
- Print Marketing:
 - Design and distribute flyers, brochures, and posters in local businesses, community centers, and schools.
 - Place advertisements in local newspapers, magazines, and event listings.
 - Create eye-catching banners and signage to display at the library and around the event venue.
 - Partner with local businesses to offer discounts or promotions to Samicon attendees.

Challenge Points:

- Identify and secure sponsors that align with the library's values and mission.
- Develop a pricing strategy for tickets, merchandise, and exclusive experiences.
- Manage logistics and operations to ensure a smooth and successful event.
- Track and evaluate the financial performance of Samicon.

Who Does It Best/Worst?

- Best: Comic conventions, fan expos, and other popular events with successful sponsorship and merchandise programs.
- Worst: Events that lack clear branding, organization, and marketing strategies.

The Team:

- Samicon planning committee
- Library staff
- Volunteers

Research & Planning:

- Analyze successful event monetization strategies.
- Develop sponsorship packages and pricing models.
- Create a marketing plan to promote Samicon and its offerings.
- Secure necessary permits and licenses.

Timeline to Market:

- (To be determined based on the Samicon event schedule)

Homework/Bibliography:

- (To be added - research resources on event monetization and sponsorship)

4. Retail - Curated Products

Concept: Explore retail options, including themed boxes and other curated products. This idea has strong potential, especially if we leverage our makerspace. Clubs that utilize the makerspace might be interested in creating unique items for these offerings.

Note: Any retail offerings can and should be tied to library functions, events, and programs.

Quarterly Artist Collaboration: Include items designed or created by local artists in your curated boxes. This could be anything from small prints and stationery to handcrafted jewelry or home goods.

Value Proposition:

- Uniqueness: Handcrafted items from your makerspace, combined with local partnerships, create exclusive, one-of-a-kind boxes.
- Quality: Emphasis on thoughtful, high-quality items creates a "wow" experience.
- Connection to the Library: Themed boxes connect to library services, events, and interests, deepening patron engagement.
- Discovery: Boxes offer opportunities to explore new hobbies and discover curated collections.

What do we give them?

- Physical Items:
 - Handcrafted items from the makerspace (e.g., coasters, bookends, artwork)
 - Locally sourced goods (e.g., artisan crafts, specialty foods, bookstore gifts)
 - Themed items related to the box's focus (e.g., stationery, tools, ingredients)
- Experiences:
 - Behind-the-scenes library tours
 - Meet-and-greets with authors
 - Workshops led by library staff
 - Early access to new books or events

- Curated Content:
 - Themed collections of poems, essays, or documents
 - Personalized reading lists or movie suggestions
 - Resource guides on specific topics
- Digital Bundles:
 - **eBooks, audiobooks, online resources**

Marketing Plan:

- Target Audience: Identify your ideal subscribers (families, young adults, book clubs, etc.)
- Channels:
 - Library Website and Social Media: Promote boxes prominently.
 - Email Newsletters: Dedicated campaign to existing patrons.
 - Local Media: Press releases, partnerships with local publications.
 - Community Events: Set up a booth at library events or local fairs.
 - Word-of-Mouth: Encourage subscribers to share their experiences.
- Messaging:
 - Highlight the unique value proposition (quality, exclusivity, library connection).
 - Use visuals (photos, videos) of past boxes or example items.
 - Offer early bird discounts or limited-time promotions.

Who does it best/worst?

- Best: Look at successful subscription box services like Owl Crate (books), Causebox (ethical goods), or Bespoke Post (lifestyle) for inspiration on curation, presentation, and marketing.
- Worst: Avoid the pitfalls of poorly executed boxes: low-quality items, inconsistent themes, and poor customer service. Research common complaints about subscription boxes to learn what to avoid.

The Team:

- Core Team: Identify individuals with skills in curation, marketing, design, and logistics.
- Makerspace Staff: Collaborate with makerspace staff for item creation.
- Library Staff: Involve staff in curating content and promoting the boxes.
- Volunteers: Recruit volunteers to assist with assembly and fulfillment.

Timeline to Market:

- Phase 1: Conduct market research, develop box concepts, establish partnerships, and secure funding.
- Phase 2: Launch a small-scale pilot program to test the concept and gather feedback.
- Phase 3: Refine the offering based on pilot feedback and officially launch the subscription box service.

Homework/Bibliography:

- Non-Profits with Swag - <https://shopnpr.org/>
- Subscription Boxes examples with Prices
 - <https://www.mysubscriptionaddiction.com/directory/subscription-box/adults>
 - <https://www.cratejoy.com/blogs/box-insider/best-subscription-boxes>

Notes.

5. Retail - Print-on-Demand Merchandise

Concept: Utilize a print-on-demand model to create and sell unique, limited-run merchandise. This approach minimizes upfront costs and allows for greater flexibility in design and production.

Local Artist Collaboration:

- Partner with local artists to create special edition designs that can be used across multiple mediums (e.g., t-shirts, tote bags, mugs, posters, digital wallpapers, social media graphics).
- These bespoke, limited-edition items can be offered as exclusive perks for sustainers, sold at events like Samicon, or featured in curated product boxes, creating a unique selling point and supporting local talent.

Value Proposition:

- Offers customers high-quality, customizable merchandise with unique designs.
- Provides a way to express support for the library and connect with its community.
- Generates revenue to support library programs and services.
- Showcases and supports local artists.

Marketing Plan:

- Develop an online store with a user-friendly interface and secure payment processing.
- Promote the merchandise through social media, email marketing, and the library's website.
- Collaborate with local artists and organizations for cross-promotional opportunities.
- Offer discounts and promotions to incentivize purchases.
- Create eye-catching displays and promote the merchandise at library events.

Challenge Points:

- Identify a reliable and high-quality print-on-demand service.
- Create appealing designs that resonate with the library's target audience.
- Manage inventory and order fulfillment efficiently.
- Market the merchandise effectively to drive sales and generate revenue.

Who Does It Best/Worst?

- Best: Online retailers and businesses that offer high-quality print-on-demand products with unique designs and efficient fulfillment.
- Worst: Businesses with low-quality products, poor customer service, and ineffective marketing.

The Team:

- Designers
- Marketing and e-commerce specialists
- Fulfillment and customer service team
- Local artists (for collaborations)

Research & Planning:

- Research different print-on-demand platforms and services.
- Develop a design strategy and create a collection of merchandise.
- Set up an online store and integrate it with the print-on-demand service.
- Create a marketing plan to promote the merchandise.
- Establish a process for collaborating with local artists.

Timeline to Market:

- Phase 1: Research & Planning [Timeframe]
- Phase 2: Design and Platform Selection [Timeframe]
- Phase 3: Online Store Setup and Launch [Timeframe]

Homework/Bibliography:

- Curated Products/Boxes:
 - Subscription Boxes with Prices
 - <https://www.mysubscriptionaddiction.com/directory/subscription-box/adults>
 - <https://www.cratejoy.com/blogs/box-insider/best-subscription-boxes>

Notes.

6. Podcast

Concept: Produce a series of podcasts focused on themes that extend beyond the local community, with the potential to attract a national audience and generate broader interest and income potential.

Value Proposition:

- **National Appeal:** Content that resonates with a wider audience, increasing listenership and potential sponsorship opportunities.
- **Expert Interviews:** Feature interviews with authors, thought leaders, and experts in various fields related to the library's mission.
- **Business and Maker Focus:** Offer valuable content related to business development, entrepreneurship, and maker culture, attracting a diverse audience.
- **High-Quality Production:** Professional sound quality and engaging storytelling to ensure a compelling listening experience.
- **Sponsor Visibility:** Provide sponsors with exposure to a large and engaged audience.
- **Library Branding:** Position the library as a forward-thinking institution and a hub for knowledge and innovation.

Marketing Plan:

- **Identify Target Audience:** Define the demographics and interests of the desired national audience.
- **Content Strategy:**
 - Develop a content calendar with episode topics and potential high-profile guests.
 - Create high-quality, engaging content that is informative, thought-provoking, and entertaining.
 - Utilize diverse formats (interviews, discussions, storytelling, debates) to maintain listener interest.
- **Promotion:**
 - Create a dedicated podcast website or landing page with clear branding and calls to action.
 - Promote the podcast on social media platforms (Facebook, Instagram, Twitter, etc.) with engaging visuals and audio clips.

- Submit the podcast to all major podcast directories (Apple Podcasts, Spotify, Google Podcasts, Stitcher, etc.)
- Utilize email marketing to reach potential listeners and promote new episodes.
- Collaborate with other organizations, influencers, and media outlets for cross-promotion.
- Engage with listeners on social media and through online communities.
- Consider running contests, giveaways, and listener challenges to increase engagement.
- Explore paid advertising on podcast platforms and social media to reach a wider audience.
- **Monetization:**
 - Secure sponsorships from national brands and organizations relevant to the podcast's themes.
 - Explore advertising opportunities through podcast networks or ad platforms.
 - Offer a freemium model with exclusive content or bonus episodes for paid subscribers.
 - Consider merchandise sales related to the podcast (e.g., t-shirts, mugs, stickers).

Challenge Points:

- Identifying a niche or theme with broad national appeal while aligning with the library's mission.
- Securing high-profile guests and experts for interviews.
- Creating high-quality content that stands out in a crowded podcast market.
- Building a large and engaged national audience.
- Attracting national sponsors and generating sustainable revenue.

Who Does It Best/Worst?

- **Best:** Nationally recognized podcasts with high production quality, engaging content, and a strong marketing strategy (e.g., *TED Radio Hour*, *The Moth*, *Hidden Brain*, *Reply All*).
- **Worst:** Podcasts that lack focus, consistency, quality, or a clear monetization strategy.

The Team:

- Experienced podcast host(s) with strong interviewing and storytelling skills.
- Content creators and researchers with expertise in relevant fields.
- Audio producers and editors with professional-grade equipment and editing software.
- Marketing and promotion team with experience in digital marketing and audience engagement.
- Potentially, a dedicated podcast manager to oversee all aspects of production and marketing.

Research & Planning:

- Research popular podcasts in relevant niches to identify best practices and trends.
- Develop a content calendar and production schedule.
- Secure necessary equipment and software (microphones, recording software, editing tools).
- Create a comprehensive marketing plan to promote the podcast and attract a national audience.

Timeline to Market:

- Phase 1: Research & Planning [Timeframe]
- Phase 2: Pilot Episodes [Timeframe]
- Phase 3: Full Launch and Promotion [Timeframe]

Homework/Bibliography:

- (To be added - research resources on podcast creation, marketing, and monetization, with a focus on building a national audience)