



WEST CHESTER PUBLIC LIBRARY
MINUTES OF THE BOARD OF TRUSTEES MEETING
June 21, 2010

The meeting was called to order at 7:05PM at the West Chester Public Library. In attendance were Victoria Dow, Director, and members Cathy Wilson, Clay Henry, Courtney Stoll, Richard May, acting as secretary, Susan Woodward, Betsy Beaugard, Phyllis Dunn, Fred Gusz, and Damon Kletzien. A warm welcome was extended to our new board member, Damon Kletzien. B. Beaugard chaired the meeting in Howard Sundwall's absence.

The minutes of the Board meeting of April 19, 2010 were read and approved. (S. Woodward moved/ C. Wilson seconded) There was no meeting of the Board in May 2010, as the dinner in honor of Pete Dalton was held instead of a normal meeting.

The Treasurer's Report was presented. C. Henry highlighted the following. The Revenue in kind is on track. Personnel expenses are under budget and under 2009 levels. Materials is also under budget. The debt service was over budget, but it is believed that the budget number might be flawed and there are also timing issues. Treasurer's report was accepted. It was noted that the DCED grant was received and is in place.

There was no President's report as H. Sundwall was unable to attend.

The Directors Report highlighted the following from her written report. The Summer Reading Club is going well. V. Dow gave credit to Kim Gormley for personalizing the on line registration and reporting. 402 registrants have signed up so far. She encouraged the Board to see how the WEB site registration looks.

The township outreach efforts continued and P. Dunn reported on the progress. A discussion piece was distributed. She has briefed Ernie McNeily, borough manager, about it and the piece has been given out by the library staff. There was further discussion about communication with townships, and it was suggested that a quarterly letter be sent emphasizing how the WCPL services residents of each township. The Board wants to find someone to represent us in Westtown Township. Also in East Bradford and probably Birmingham as well. Perhaps a regular user of the library or someone from the township interested in and supportive of libraries in general. D. Kletzien advocated a continuation of the visits to township meetings and maintaining whatever political pressure that can be sustained. S. Woodward mentioned the need to personalize all contacts. B. Beaugard mentioned that this is very consistent with the county's mission to encourage libraries to work with townships and school districts. This could include circulation of petitions on open house nights. She suggested that we should have a petition in the library for patrons to sign, but crafted individually for each township. Also a letter of thanks to townships that do give. P. Dunn mentioned the need for the Board to continue to attend township meetings regularly, perhaps on a semi annual basis.

V. Dow said we should start reporting to the School Board. Not necessarily to ask for funding, but to brief them on what we do with the schools and our programming.

The fund raising update from V. Dow highlighted the good news that QVC had doubled its sponsorship. We need a photographer to replace this year's person. C. Wilson and S. Woodward had thoughts about prospects for that need. Maybe someone at West Chester University would be good. V. Dow also reported that 2 book fairs were in place and that Boscov's was having a Friends Helping Friends Event on October 5th. On Sep. 2nd, the Library will have a table near Matlack St. at the borough event "Swinging Thursday," at which folks could sign up for library cards and perhaps for the Boscov event. We also might have petitions there.

New Business. The Board revisited the following policy statements and all were moved, seconded and approved as shown below:

Friends of the Library Organizations	(C. Wilson/P.Dunn)	Approved
Public Demonstrations	(C. Wilson/ P Dunn)	Approved
Meeting Room Policy	(C. Wilson/ R. May)	Approved after a discussion

Further New Business. V. Dow reported on the County Funding Formula. The last time the formula was changed was in 1996-1997. The second formula proposed was adopted. Parts of the formula used included LOCAL FUNDING EFFORT, SERVICE AREAS, USAGE, FOOT TRAFFIC, and CUSTOMER TOUCH. Also "Market Value Multiplier". Finally one unified map was agreed upon. The first attempt at an agreement resulted in huge losses for some libraries in the county so it is being phased in over several years. The final voting will be held at the SAC meeting in August. After discussion on the pros and cons of the new formula as it affects WCPL, the Board voted to instruct B Beaugard (SAC Representative) and V Dow to vote for adoption of the new formula at the August SAC meeting.

V. Dow also handed out a very preliminary 2011 budget, showing the challenging issues facing us and all libraries next year. Board suggestions included a second fund raising event. A dinner. More thinking outside the box. C. Henry and R. May reported that they are working with H. Sundwall on financial plans. P. Dunn and B. Beaugard mentioned that we should continue to plan for the 2013 Library Anniversary Event NOW.

The meeting was adjourned at 8:50 PM. The next meeting is on Wednesday, July 21st.

Respectfully submitted:

Richard May
Acting Secretary