

**Cumberland County Library System
Board of Trustees
Monthly Meeting Minutes
March 15, 2010**

Call to Order

The regular meeting of the CCLS Board was called to order by President William Gould at 4:00 p.m. in the meeting room of the Cumberland County Library System, Carlisle.

Members Present

Nancy George, William Gould, Jane Graham, Alicia Stine, Elizabeth Stone, Kevin Stoner and Marcey Whiteside.

Others Present

Nan Cavanaugh, Jonelle Darr, Sue Erdman, Bonnie Goble, Linda Rice, Susan Sanders and Denise White.

MINUTES & TREASURER'S REPORT

Previous Minutes

The minutes of the February 22, 2010 board meeting were approved as submitted.

Treasurer's Report

The Income and Expense Report (page 5) reflected an incorrect budget amount of \$25,124 for account number 5865 (Simpson Library). The correct budget amount should be \$52,768. ***After the correction was noted, the Library System Board unanimously moved to file the February 2010 Treasurer's Report for audit.***

The Board Treasurer reviewed and initialed February's bank statements, cancelled check records and reconciliation reports for the system's general and LSTA accounts. The executive director's expense check for March 2010 was also reviewed and signed.

REPORTS

Learning and Innovation

Leadership Development

State Trustee Institute

Kevin Stoner and Bill Gould are registered to attend the state's Trustee Institute with the executive director on March 20 in Grantville, PA.

CCLS Trustee Training Night

To date, 23 people are registered for CCLS's annual Trustee Training Night on Tuesday, March 30 at the Comfort Inn Suites in Carlisle from 5:30 to 8:30.

Financial Management
Resource Acquisition
Service to Other Counties

Joy Hamsher, Carrie Haverman and Mrs. Darr plan to meet with Trish Calvani, York County Library System director and Bill Schell, director of Martin Memorial Library in York regarding service to northern York County on March 19, 2010.

Customer Services
Online Services

One-Year Web Site Check-Up

Library system administrative office staff met with CCLS's web site usability consultant, Kathy McShea in March.

Ms. McShea gave staff a brief evaluation of CCLS's web site, discussed some issues that needs identified and gave some direction for future modifications. Overall, she was impressed by the web site and the work staff had completed to launch and maintain it.

As a result of this meeting, CCLS learned that 35% of its web site users still use dial-up Internet connections and that 365 of the top 500 pages on the web site have never been visited. These pages will be reviewed and considered for deletion so that CCLS uses staff resources more strategically in developing information that is useful for its library users.

Processes and Evaluation
Strategic Marketing
Patriot-News Op-Ed

On Thursday, March 4, 2010, the Patriot-News published an unsolicited op-ed piece by Barbara K. Geistwhite of Carlisle about the value of libraries and how local communities need to step up to make sure that this valuable resource is funded. Ms. Geistwhite is a Bosler library user and STAR volunteer.

WGAL TV 8 interviewed administrative office staff member Carolyn Blatchley last week about the system's Career Help PA services. Unfortunately, the interviewed has not aired. Mrs. Darr will be interviewed on March 16 at the Bosler Library by news WHP 21 about Career Help PA. This interview should air on March 18, 2010 at 5 pm.

2009 SYSTEM OFFICE STATISTICS

Revised 2009 System Office Statistics were distributed.

FOUNDATION BOARD MEETING REPORT

The Foundation Board will be meeting on March 23, 2010. The board is nearly finished with its long-range-plan.

UNFINISHED BUSINESS

Capital Area Library District Delivery Agreement

The Capital Area Library District delivery agreement has not yet been received.

NEW BUSINESS

Circulation Policy

The system board unanimously adopted the proposed revisions to the library system's Circulation Policy. Key changes include:

- Reduction in the number of requests from 25 to 15.
- Addition of a \$5 processing fee for lost items.
- Requirement that staff obtain supervisor approval for vacation loans for personal use.

The new policy will become effective on April 5, 2010.

Library News

News from member libraries was shared.

Adjournment to Executive Session

The meeting adjourned into Executive Session to discuss personnel matters at 4:50 p.m. The next meeting of the Cumberland County Library System will be held on Monday, March 15, 2010 at the Cumberland County Library System's administrative office at 4:00 p.m.

Cumberland County Library System Foundation Board Planning Meeting Summary for Member Library Boards January 30, 2010

Present: Bill Gould (substituting for Joe Cretella), Tom Witt, Nancy Cerveney, Deb Fulham-Winston, Cheryl Lenker, Bruce Darkes, John McCrea, Carrie Haverman (facilitator, Capital Area Library district consultant), Jonelle Darr (CCLS executive director)

The Foundation Board met on January 30, 2010.

After extensive discussion (see findings on next pages) of who its internal and external stakeholders are; what the foundation’s strengths, weaknesses, opportunities and threats are; trends in the library industry; and what members envisioned the foundation looking like in 5 to 10 years, the board agreed that its immediate priorities need to be:

1. Develop a communications plan.

Identify the best ways in which the foundation can communicate with member libraries, directors, the system board, and vice versa. Suggestions include:

- Provide summary of activities (every other month) to member library boards and County Commissioners following foundation board meetings
- Make sure that a foundation board member reports back directly to the member library board, at least on a quarterly basis, or as needed.

2. Develop clear guiding principles for how the board raises funds and how it distributes funds.

Clarify roles of foundation with member library boards so that we have a shared understanding of responsibilities.

Establish criteria for what types of development activity must be approved by member library boards.

Establish how funds could be distributed.

3. Begin creating a development plan.

Identify how this plan is the same as, or might differ from a local library development plan.

The Foundation Board will continue its planning work on Saturday, March 6, 2010. (8:30 am coffee; 9:00 am meeting begins.)

Background Meeting Findings

Internal Stakeholders	Needs	Expectations
<ul style="list-style-type: none"> • Member Library Boards • System Board Member library staff • Member library 	<ul style="list-style-type: none"> • Money • Assistance with local fundraising efforts 	<ul style="list-style-type: none"> • New money • More money • Key to moving small donors to big donors • Respecting history, foundation bylaws • Help, not hinder

Internal Stakeholders	Needs	Expectations
directors • Member library development staff • System staff Commissioners		<ul style="list-style-type: none"> • Communication & transparency • Consider member library needs • Shared understanding of foundation role • Clear direction on how funds can be used • Facilitate flow through gifts with minimal costs
• Foundation board		Investing of funds for income use
• Friends groups		Respect friends role in fundraising and volunteer support

External Stakeholders	Needs	Expectations
• Elected officials	• Lower costs	<ul style="list-style-type: none"> • Accountability • Tax relief • New money (so they won't have to give more locally) • Presence in the community • Donor recognition/public relations • Evidence of how funds are used to support mission • Innovation/efficiency/effectiveness
<ul style="list-style-type: none"> • School Districts • Library Users • Citizens • Donors • Prisons • United Way • Success by Six • One Book, One Community 		

Trend Areas	Trends
Economic	<ul style="list-style-type: none"> • Recession continues • No change expected in 18 months • Property tax staying flat • Old established companies leaving, new distribution centers, smaller/independent companies being established, in western areas of county, large companies are moving in.
Technological	<ul style="list-style-type: none"> • Future of books and libraries is in question for many • Change in way libraries serve communities
Social	<ul style="list-style-type: none"> • Young people's use of libraries

Trend Areas	Trends
Legal	<ul style="list-style-type: none"> • Increased accounting/public reporting requires more work and due diligence • Increasing bureaucracy/regulations
Demographic	<ul style="list-style-type: none"> • College enrollment is high • Cumberland County population • Diversity, Hispanic, Bosnia, Pakistani & Indian immigrants • Older, retired population is growing
Giving	<ul style="list-style-type: none"> • Not the best time for foundation income • People still give; long term loyalty is good

<p>Strengths:</p> <ul style="list-style-type: none"> • See opportunities for potential strengths • Our own existence • Learn from history and experience and knowledge have to build from • Member libraries already doing development locally • System staff and board member experience. Jonelle's experience and leadership. • Good institution with great services that spend money effectively 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • See list below of 'Threats' • Not much money • No staff • Lack of awareness • No domain name
<p>Opportunities:</p> <ul style="list-style-type: none"> • Attract donors who want to support all libraries. • Ability to approach companies that have a business presence, but have corporate headquarters elsewhere (such as Weis Markets) • Assist with donor identification for effective matching of donors with library needs. • Coordination of county wide fund raising and development • Can support making bigger asks than small, individual local requests. • Obtain grants on a system wide scale for system wide projects. Seek larger gifts. • Hire a peer for foundation to support development staff and directors. • Current economic downturn provides great fund raising case statement 	<p>Threats:</p> <ul style="list-style-type: none"> • Economic downturn • State budget process • Member library board politics • County politics • Having enough time and dedicated workers • Communications with stakeholders • Libraries fear loss of local funds