

**Ashland Town Library
Minutes of Library Trustees Meeting
June 26, 2014**

Trustees Present: Alice Staples, David Ruell, Mardean Badger

Others Present: Sara Weinberg, Library Director; Mark Scarano, Director of Grafton County Economic Development Council

The meeting was called to order at 6:05 pm by Chairperson Alice Staples.

Mark Scarano joined our discussion regarding funding ideas and resources:

- TCCAP -- Mark Scarano spoke briefly with Chris Brown (Norton). Mark feels we now have more leverage with them on the price, as the voters clearly felt the price was too high.
- CDFA -- Taylor Caswell (formerly of the *Soldier On* proposal in Ashland) is the new CEO. Tax credits are available, but CDFA might be worried about opening it to one municipal library and then having to open it to all municipal libraries. \$16 million has been requested, but only \$5 million is available to distribute.
- CDBG -- Libraries can qualify for these funds, but in a lower scoring category than other community facilities. George Hunton is the person to speak with; invite him up to speak with us. CDBG goes through the town or the county.
- We need to find out if TCCAP actually obtained tax credits for the renovation.
- Rural Development (Rural Business Enterprise Grant) -- This is more business oriented.
- Rural Development (Community Facilities Program) -- The town hall application was not submitted this year because the town did not have the matching funds. The town plans to pursue it next year.
- Mark suggested that the Library should be included in any meeting that the town has with Rural Development, to put forward all the town's needs.
- Funders Forum -- When Mark has a funding need, he invites anyone who has money (or knows of someone who has money) to a lunch presentation, presents a PowerPoint explaining all the needs, and asks 'how can you help us?' Sometimes one agency might suggest their funding could serve as a matching portion for another fund. He then contacts them again about a month later. He includes various funding agencies, legislative representatives, NH Department of Cultural Resources, etc. We might also include Jean Forrester and County Commissioners (especially Martha Richards) if we organize a similar event.
- Ashland Economic Development Committee -- The Library should be included as a component of any larger Ashland funders' forum.
- Our town statistics place Ashland in the same level of needs as the North Country.
- Private sector fundraising -- The Neil and Louise Tillotson Fund (NH Charitable Foundation) is an example of a private funding source. While it is focused on Coos County, they are having difficulty finding enough projects to distribute the money to.
- PSU -- They have been involved more with the business community (such as the Enterprise Center).
- Two questions we should consider: Are we doing anything very unique that might attract pilot project money? Could we work with the school through the Education Department (gifted and talented, innovative programs, after-school programs)?
- What services can a new library provide that are not provided now? -- public meeting space or town office space? town office space in the current Scribner building?

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- Need to identify a person to act as our lead fundraiser -- with connections, experience, very dynamic.

Minutes

- **A motion was made (Alice Staples) and seconded (David Ruell) to approve the minutes of May 20, 2014. The vote was 3-0 in the affirmative.**
- **A motion was made (Mardean Badger) and seconded (Alice Staples) to approve the minutes of May 27, 2014. The vote was 3-0 in the affirmative.**
- **A motion was made (Mardean Badger) and seconded (David Ruell) to approve the minutes of June 2, 2014. The vote was 3-0 in the affirmative.**

Library Director's Report

- The Lakes Region Read will be around the end of October or the beginning of November.
- The Friends of the Library will be selling bottled water during the July 4th parade. Donations of water bottles or money to purchase water will be appreciated.
- The book sale is scheduled for July 12 from 9 to 2, sponsored by the Friends of the Library.
- Art Harriman will present a concert on the Library lawn on July 17 at 6pm. Some of the Friends will be bringing food and a couple high school students will help. Additional donated refreshments or money will be needed. This will be a fun and festive (not hard-sell) kick-off for our fundraising building campaign. Both Sara and Alice will speak briefly about the building fund.
- The Hampstead Stage Company will be presenting "The Legend of King Arthur" on July 31, from 6 to 7 pm., on the Library lawn. This is taking the place of the July story-time.
- The "Granite Kiss" program will be presented at 6:30, on October 9. The location is still to be determined, but Sara is considering the third floor of the old school or the cafeteria.
- The Summer 2014 NHLTA newsletter has an article "Libraries are Going Away? Think Again!" which includes statistics on library construction projects (57 projects between 2005 and 2018).
- Recent videos about libraries were mentioned:
 - "Rochester NY Library Patrons Lend Us Their Stories"
 - <http://www.youtube.com/watch?v=jf82b6QidPw>
 - "Why Libraries Matter" -- interviews with patrons of the New York public libraries
 - <http://www.theatlantic.com/video/index/371084/why-libraries-matter/>
 - It was suggested we might do a video about the benefits provided by our own library.
- Mardean suggested that we keep a bibliography or file of articles about the benefits of libraries and the continued growth of library usage.
- The first 2 Kindles have been loaded with several hundred free titles. They have already started circulating and there are frequent inquiries about them.
- A third Kindle has been purchased by the Friends of the Library and is currently being loaded with children's titles. This one will be managed through the Friends' Amazon account.
- Dick Ogden of the Scribner Trustees has been painting the handicapped ramp at the back entrance. He started the painting without advance notice during the library open hours on Tuesday, June 24. When he came in to say he was painting "now", the library had to ask him to wait for awhile, as there was a patron with a walker inside who was going to need to use the ramp when she left. We had to post a notice for patrons that the back ramp would not be available for a few days.

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- It was noted that the Town/Scribner Trustees generally meet on the first Monday of the month, although it is never posted. They don't usually meet in the summer.
- Sara keeps a log book of various occurrences, etc. in the library.

Treasurer's Report

- The month's standard expenses have been for books, videos, audios, utilities, cleaning and supplies.
- Some computer-related annual fees have been paid: \$149 for Follett tech support, \$70 for Norton security and \$17 for domain name renewal. The 2 Kindles were purchased from the Patron Fees fund, for \$352.96.
- The new library building fund has \$100, prior to the first statement. The fund and the PayPal account will be announced at the July 17 Art Harriman concert. David will write a press release for the building fund and submit it to the newspapers. We need to talk about the need for more services, space -- all with a positive spin, the benefits to people, how we change what people do or have access to.

Other Business

- Sara shared some "tagline" ideas for our building fund campaign, commenting especially on the concept of 'past to future.' We discussed the need to create a professional-looking logo and marketing campaign. We need to find someone who can create a marketing campaign with polish. Two names mentioned were Sarah Daniels-Campbell and Jae Demers.
- Sara stays aware of the traffic count on the website and many people mention using the website.
- The next Friends of the Library meeting is August 28 at 7:00 pm at the Town Library.
- The Trustees will each complete the rubric for director evaluation and get it to Alice. She will consolidate into one form. Sara will do her self-evaluation, but she needs a copy of the rubric emailed to her.
- Sara said that Cindy Dussault (Plymouth) will be assisting her and the Friends with the 501(c)3 application.

Upcoming Meetings

- **July 10 (Thursday)** -- Budget Committee, 6:00 pm, Fire Station. David and Sara will work on a summary for the mid-year review of expenditures year-to-date.
- **July 16 (Wednesday)** -- CIP Committee, 6:30 pm, Fire Station. We will just update them about the establishment of the Library building fund and meetings with TCCAP, MVSB and Mark Scarano.
- **August 7 (Thursday)** -- Library Trustees Meeting, 6:00 pm, Library.

A motion was made, seconded and approved unanimously to adjourn the meeting at 7:40 pm.

Minutes submitted by Mardean Badger