



James V. Brown Library Board Meeting
November 21, 2024, at noon
In-person at the Library: 19 East Fourth Street, Williamsport, PA
and virtually via Zoom

Call to Order

Mission Moment

Review of the October 17, 2024 minutes

Committee Reports

- Facilities Committee
- Finance Committee

Treasurer's Report

Chief Executive Officer & Director's Report

- Nicole Rader, Programming and Youth Services Director

Friends of James V. Brown Library Report

Announcements

Adjournment

Executive Session

Board Meeting Dates for 2024: December 19th at noon

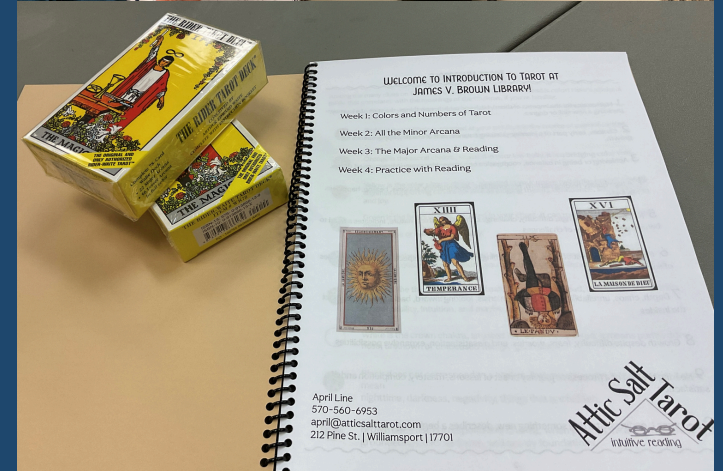
Board Meeting Dates for 2025: January 16, February 20, March 20, April 17, May 15, June 19, July 17, August 21, September 18, October 16, November 20, and December 18 at noon

INTRODUCTION TO TAROT



Introduction to Tarot began on Friday, October 25th as a four-week program. Local tarot teacher, April Line presented to 12 participants. Each week attendees were taught the basics of understanding tarot, card symbolism, and had time to practice reading the tarot cards. Each participant received a workbook and a tarot deck to keep.

Since adding tarot decks to the Library's Board Game collection in September, tarot decks have been borrowed 40 times.



James V. Brown Board Meeting Minutes
Thursday, October 17th at 12:00 pm
In-person and zoom

Trustees Present: John Confer, President; Brette Confair, Vice President; Rev. Kyle Murphy, Secretary; Dr. Brooke Beiter, Dr. Timothy Bowers, Rick Mirabito, Mayor Derek Slaughter

Trustees Present Virtually: Gloria Greevy

Trustees Absent: Marshall Welch, Treasurer

Trustee Emeriti Absent: Thomas Burkholder, Trisha Gibbons Marty

Guests Present: John Compton and Liz Mahaffey, Baker Tilly; Shelby Weber, Friends of the James V. Brown Library

Guest Present Virtually: Becky Winters, Leadership Lycoming

Library Staff Present: Amy Resh, Chief Executive Officer & Director; Kristin Caringi, Chief Financial Officer; Robbin Degeratu, Assistant Director; Dana Brigandi, Development, Marketing, and Public Relations Director

The meeting was called to order by President John Confer at 12:03pm.

Mission Moment: Amy thanked the Board of Trustees for their support and participation at the Author Spotlight on October 10. The virtual event and format change were well-received by those in attendance.

Minutes: Brette Confair motioned to approve the September 2024 minutes. Dr. Timothy Bowers seconded the motion. All in favor. Motion passed.

Correspondence: None

Treasurer's Report - CFO/COO – Kristin Caringi

- Audit presentation – John Compton and Liz Mahaffey, Baker Tilly
 - Baker Tilly praised Kristin Caringi and Karen Confer for their excellent cooperation. This was a Generally Accepted Audit Principles audit (GAAP) with an unmodified opinion, which is the highest level they can give. Internal controls are in place. There are no material weaknesses identified and no unrecorded audit adjustments. All appropriate disclosures have been properly reflected in the financial statements and footnotes.

Highlights:

- Total cash as of September 30, 2024, was \$1,440,437.
- Total investments were at \$8,074,020.
- Passport revenue for January through September was \$68,760.
- Mayor Derek Slaughter motioned to approve the treasurer's report. Dr. Brooke Beiter seconded the motion. All in favor. Motion passed.

Committee Reports:

- None

Chief Executive Officer & Director's Report – Amy Resh

Full Report attached; Highlights include:

- An offer was made but declined by a new Collections and Technical Services Director.
- There are three additional candidates to consider.
- Sheila Howarth has filled the Programming Professional role and begins on October 21.
- Keith Bauer, Robbin Degeratu and Doug Harkness visited the Barbours Library Link in Planketts Creek on October 4 to install new equipment and furniture provided by grant support from the First Community Foundation Partnership.

- Amy Resh attended many community building and professional events. Including the Pennsylvania Library Association conference in Harrisburg where she met with Senator Yaw's staff on October 9. She also attended Elevate2 Nonprofit Conference at Bucknell University.
- Robbin Degeratu completed "Polaris Reports A-Z" training in September.
- Robbin Degeratu and Courtney Schonewolf presented "Blueprint for Excellence: Crafting an Effective Operations & Procedures Manual" at the Pennsylvania Library Association Annual Conference in Harrisburg.
- The Student Study Room opened for patron reservations on October 15th. The Library now has two reservable spaces for patrons who need a semi-private workspace.
- Tarot cards have been added to the circulating collection at the Help Desk as a result of community feedback from the STEP Community Needs Assessment Report.
- Doug Harkness worked with BLaST IU 17 to complete the setup and installation of the new phone system for a September 30 rollout. There have been challenges with the new system's functionality.
- The James V. Brown Library hosted 45 events in September, including 27 events for children, 9 for adults, and 9 for all ages.
- The programming department established new partnerships with STEP: Office of Aging, West Branch Drug and Alcohol, and Crossroads Counseling. Nicole Rader spoke with 300 participants at Representative Hamm and Senator Yaw's 2024 Senior Expo.
- Additionally, Jacquie Weaver is partnering with two local fire departments for off-site events for Fire Safety Month.
- Author Spotlight totals will be delayed after the October 10 event due to the October 14 holiday and staff time off.
- \$5,000 was received from PPL for EITC funding.
- A donor event will take place from 4 to 6 p.m. Thursday, November 7, at DiSalvo's Wine Bar. DiSalvo's is generously donating the space to the library at no charge.
- It was noted that in-person visits are up over 2023 and nearly 2,000 library cards were made this year, bringing the total number of JVB library cardholders to 35,455.

Friends of James V. Brown Library Report – Shelby Weber

- The Friends' balance is \$68,790.92.
- The Fall Book Sale, held Sept. 26-28, raised \$5,568, which was significant because the decreased quality of book donations meant the Friends took 300 fewer boxes of books to the sale. 10 new Friends members were signed up by Amy on the Thursday Friends Preview Night.
- The Friends are interested in sponsoring a big-ticked event; Amy and Dana will attend the November Friends Board Meeting with an ask.

Old Business:

- None

New Business:

- John Confer shared a handout from Pennsylvania College of Technology.

Announcements:

- None

John Confer adjourned the public meeting at 12:38pm.

Meetings dates for 2024: November 21, December 19

Meeting dates for 2025: January 16, February 20, March 20, April 17, May 15, June 19, July 17, August 21, September 18, October 16, November 20, and December 18

Minutes recorded and respectfully submitted by Dana Brigandi, edited by Nina Riggle.



JAMES V. BROWN LIBRARY

Cash & Investments Report

October 31, 2024

Cash

General Fund	\$642,846
Repo/Sweep	\$732,918
Payroll	\$2,903
CIF-General Fund	\$28,524
CIF-Vehicle Replacement Fund	\$74,563
CIF-Adult Bookmobile Fund	\$68,030
CIF-Storymobile Fund	\$4,635
CIF-Outreach Vehicle Fund	\$27,763
EITC Fund	\$21,719
Grant Fund	\$17,233

Total Cash as of 10/31/24 \$1,621,133

Investments

Merrill Lynch	\$6,877,497
JVB Transfers to Merrill Lynch	\$0
Transfers from Merrill Lynch to JVB	\$7,500
Account Fees	\$3,468
Donations of Stock	\$0
Wright Trust	\$790,705
Account Fees	\$569
Wright Trust Distribution-2024	\$27,952
Kane Trust	\$331,062
Account Fees	\$618
Kane Trust Distribution-2024	\$0

Total Investments as of 10/31/24 \$7,999,264

**General Fund
Budget vs. Actual
January - October 2024**



JAMES V. BROWN LIBRARY

	<u>Jan - Oct 2024</u>	<u>2024 Budget</u>	<u>2024 Budget Variance</u>	<u>% of 2024 Budget</u>
Ordinary Income/Expense				
Income				
4100 · State Aid-District	493,258	493,258	(0)	100.0%
4120 · State Aid Received-LCLS	354,666	354,666	(0)	100.0%
4121 · County Coordination Aid-LCLS	184,869	184,869	(0)	100.0%
4220 · Local Govt Rev-School Districts	3,000	4,800	(1,800)	62.5%
4230 · Local Govt Revenues - Other	1,000	3,000	(2,000)	33.33%
4240 · Local Govt Revenue - County	904,021	904,021	-	100.0%
4300 · Interest Revenue	40,414	40,000	414	101.04%
4305 · Rebate Income	1,100	1,500	(400)	73.33%
4310 · Bequests (JVB)	21,728	10,000	11,728	217.28%
4400 · Self Generated Revenue (JVB)	79,808	108,315	(28,507)	73.68%
4410 · Revenues from Fund Drives (JVB)	96,244	158,078	(61,834)	60.88%
4420 · Direct Mail (JVB)	26,820	28,097	(1,278)	95.45%
4450 · Contracted Services (JVB)	5,625	7,500	(1,875)	75.0%
4500 · Contributions, Gifts & Donations	71,961	79,532	(7,571)	90.48%
4520 · Local Grants - JVB - Restricted	44,887	32,437	12,450	138.38%
4540 · Fees (JVB)	4,147	2,059	2,088	201.43%
4550 · Photocopies	7,966	8,000	(34)	99.58%
4560 · LCLS Admin Fee Income	10,000	12,000	(2,000)	83.33%
4567 · LCLS Delivery/Transit Fee	5,000	6,000	(1,000)	83.33%
4575 · Rental Income	8,000	8,000	-	100.0%
4580 · Miscellaneous Revenues (JVB)	3,770	3,960	(190)	95.21%
6000 · Transfers from endowment Fund	102,952	131,452	(28,500)	78.32%
Total Income	<u>2,471,236</u>	<u>2,581,544</u>	<u>(110,308)</u>	<u>95.73%</u>
Gross Profit	2,471,236	2,581,544	(110,308)	95.73%
Expense				
5000 · Salaries & Wages - Library Pers	1,143,217	1,489,120	(345,903)	76.77%
50001 · Salary & Wage Reimbursement from LCLS	(76,428)	(90,328)	13,900	84.61%
5011 · Contra Salary & Wages Expense	-	(15,000)	15,000	0.0%
5100 · Unemployment Compensation Tax	-	3,200	(3,200)	0.0%
5110 · FICA Taxes ER (SS & Medicare)	84,955	113,918	(28,963)	74.58%
5150 · EE Benefits - Pension/ER Match	43,601	58,000	(14,399)	75.18%
5160 · EE Benefits - Insurance	83,854	124,600	(40,746)	67.3%
5170 · Worker's Compensation	4,059	4,000	59	101.48%
5200 · Books - Adult	59,748	75,832	(16,084)	78.79%
5201 · Reference - Adult	18,575	18,411	164	100.89%
5220 · Audio Materials - Adult	113,780	136,791	(23,011)	83.18%
5270 · Online Resources	30,238	36,238	(6,000)	83.44%
5280 · District Bibliographic Utilities OCLC	1,458	1,500	(42)	97.2%

**General Fund
Budget vs. Actual
January - October 2024**



JAMES V. BROWN LIBRARY

	<u>Jan - Oct 2024</u>	<u>2024 Budget</u>	<u>2024 Budget Variance</u>	<u>% of 2024 Budget</u>
5300 · Library Supplies & Collection	4,971	5,100	(129)	97.47%
5310 · Youth Services Expenses	26,398	42,850	(16,452)	61.61%
5320 · Furniture & Equipment Expense	7,030	8,871	(1,841)	79.25%
5330 · Office & Computer Supplies	10,750	11,000	(250)	97.73%
5340 · Technology Hardware	22,507	24,000	(1,493)	93.78%
5350 · Furniture and Equipment Rental	2,610	3,025	(415)	86.27%
5360 · Maintenance of Equipment	913	2,000	(1,087)	45.66%
5380 · Computer Software	4,370	6,000	(1,630)	72.83%
5400 · Training	20,313	34,732	(14,419)	58.49%
5410 · Insurance	33,625	34,735	(1,110)	96.8%
5420 · Buildings and Grounds	40,893	52,500	(11,607)	77.89%
5430 · Utilities	62,429	76,500	(14,071)	81.61%
5440 · Postage & Freight	29,964	34,050	(4,086)	88.0%
5450 · Printing	2,930	7,000	(4,070)	41.85%
5452 · Grant-expense local	9,380	5,593	3,787	167.71%
5460 · Telephone & Other Telecommunica	6,712	8,716	(2,004)	77.01%
5470 · Public Awareness	9,751	17,000	(7,249)	57.36%
5480 · Travel	4,038	5,000	(962)	80.76%
5490 · Accounting	17,642	18,850	(1,208)	93.59%
5520 · Vehicle Repair and Maintenance	5,305	7,250	(1,945)	73.17%
5530 · Miscellaneous Operating	18,772	33,836	(15,064)	55.48%
5540 · Contracted Svcs. & Consulting	59,159	87,831	(28,672)	67.36%
5544 · Legal fees	960	5,000	(4,040)	19.2%
5551 · Costs of Raising Money	29,018	40,300	(11,282)	72.0%
5570 · Gas	11,196	13,480	(2,284)	83.06%
5580 · Summer Learning (JVB)	10,570	13,128	(2,558)	80.51%
6011 · transfer to capital improvement	31,915	26,915	5,000	118.58%
6012 · transfers to endowment fund	-	-	-	0.0%
Total Expense	1,991,178	2,581,544	(590,366)	77.13%
Net Ordinary Income	480,058	-	480,058	



**Capital Improvement Fund
Budget vs. Actual
January - October 2024**

	<u>Jan - Oct 24</u>	<u>2024 Budget</u>	<u>2024 Budget Variance</u>	<u>% of 2024 Budget</u>
Ordinary Income/Expense				
Income				
4010 · Interest Income - Bank	9,135	11,000	(1,865)	83.05%
6025 · Transfers from General Fund	26,000	21,000	5,000	123.81%
6031 · Gain on Sale	2,000	2,000	-	100.0%
Total Income	<u>37,135</u>	<u>34,000</u>	<u>3,135</u>	<u>109.22%</u>
Gross Profit	37,135	34,000	3,135	
Expense				
5000 · Capital Improvement Expense	4,300	4,300	-	100.0%
5060 · Storymobile	718	3,000	(2,282)	23.94%
5070 · Bookmobile	1,407	3,000	(1,593)	46.91%
5090 · Books Bus 2023	4,450	5,000	(550)	88.99%
Total Expense	<u>10,875</u>	<u>15,300</u>	<u>(4,425)</u>	<u>71.08%</u>
Net Ordinary Income	26,260	18,700	7,560	

CHIEF EXECUTIVE OFFICER & DIRECTOR'S REPORT

November 2024

Personnel & HR

The Collections & Technical Services Director, Marci Hubler, started on November 11.

Facilities & Fleet

The cleaning of the rotunda glass is scheduled for December 17 & 18. Thank you to Leadership Lycoming 2025 class members for volunteering to help decorate the Library for the holiday season November 18 & 19.

In keeping with the long-range plan, Keith Bauer, Amy Resh, and Kristin Caringi will begin implementing the library building adjustment timeline with the return of shelving from the Pine Creek LINK.

Organizational

Amy Resh visited or attended the Jersey Shore Public Library, the Lycoming County Commissioner's Meeting, Hughesville Area Public Library, Dr. W.B. Konkle Memorial Library, Morning Member Connection with Senator Yaw and Representatives Flick and Hamm, First Friday with Otto's Bookstore, Friends of the James V. Brown Library meeting, the Pennsylvania College of Technology Colloquia Series with Lasada Phippen, Muncy Public Library, Pearls with a Passion dinner, Core Forum Conference, Montgomery Area Public Library, and Lycoming County Commissioner's Budget Review. Resh also attended Personnel, Facilities, and Finance Committee meetings.

Many thanks to the Friends of the James V. Brown Library for sponsoring the Library's new Friend-Raising event in spring 2025 - more details to come!

The James V. Brown Library 2023 990 has been e-filed. The 2025 Plan for State Aid for the James V. Brown Library has been approved by the Office of Commonwealth Libraries.

Public Services, Local History & Reference

Public Services staff continue to work behind the scenes to improve customer experiences and create efficiencies. The procedure for addressing missing pieces on returned items (board games, DVDs, etc.) was clarified and updated. Charles Hoff aggregated and analyzed Wi-Fi hotspot data since 2019 to support administrators as they review the 2025 budget. Nik Harrington and Courtney Schonewolf are collaborating to reduce problems mailing notices to cardholders. Reference question sampling took place in November as required by the Office of Commonwealth Libraries. Staff have also been busy working on projects in other areas of the library. This includes a weeding project in adult fiction and adult DVDs, organizing collections in library storage areas, assisting with board book relabeling, continuing to evaluate DVD donations, and creating a much-enjoyed pop-up display for the 50th anniversary of Saturday Night Live. Melissa Vollman and Aria Meixel both attended POWER Library Training at BLAST IU on October 21st. They shared their notes

and information about new resources from the sessions they attended with the entire Public Service team. Courtney Schonewolf was selected to serve as an evaluator for POWER Library as they review new databases to add to their statewide collection.

Demand for passport acceptance services is on the rise. October saw a 27% increase in new passport applications against the month prior. Staff helped an additional 37 visitors with renewals. All Passport Acceptance Agents are in the process of completing annual recertification training as required by the U.S. State Department.

Volunteers donated 93.45 hours of time to the library in October.

Collection, IT & Technical Services

Wendy Durant has been busy cataloging new books for our patrons; the shelves near the circulation desk are nice and full. New Adult Wonderbooks have arrived and will be ready for circulation soon. The Library has also added many new DVDs, CDs, and Audiobooks. Patrons can look forward to new video games being added to the collection in the next few weeks as well. Patti Eichensehr has completed the relabeling of the board book collection for the Library and all outreach vehicles in keeping with Nicole Rader's recommendations.

Doug Harkness and Keith Bauer installed the navigation kiosks at all exterior entrances. These kiosks display the library's StackMap, helping patrons navigate the library and locate specific collections.

Programming & Youth Services

The James V. Brown Library hosted 54 programs in October, which included eight off-site events. The Programming Department partnered with Loyalsock Volunteer Fire Company, Pennsylvania College of Technology, Williamsport Bureau of Fire, City of Williamsport Parks and Recreation, Lycoming County Reentry, Lycoming College, and Wildwood Cemetery. Jacquie Weaver's Teen Advisory Group of 12, volunteered at four events, including handing out candy to 300 people during the downtown trick-and-treating. Sheila Howarth is collaborating with Jacquie Weaver on reimagining our popular "Hopeability Storytime" and shadowing Weaver's Bubble, Fizz, Pop program for grades K -2.

Marketing, Development & Public Relations

Annual Fund: KBF mailed the letters on November 12. Dana Brigandi continues to compile the ROI for the appeal based on the number of returns and cost of the mailing and discovered: 2023: 14.80%; 2022: 3.5%; 2021: 7.0%; 2020: 7.60%; 2019: 6.0%. The industry average for nonprofits is 5.35%. The higher number in 2023 was the result of drastically reducing the number of acquisition pieces mailed based on the number of gifts made. In 2022, the appeal was mailed to 4,974 households with gifts made by 166; the 2023 appeal was mailed to 1,101 households with gifts made by 162. This has reduced by half the cost of the mailing while still bringing in approximately the same revenue.

Author Spotlight: The fundraising analysis shows that the event brought in \$31,135 for a total of \$488,638.27 since 2007 (as far back as the database records go). Sponsors totaled \$20,500; ticket sales were \$15,010; general donations were \$2,515; ticket auction was \$2,260; silent auction was \$5,405; book sales were \$269 and the wishboard raised \$1,181. This fundraising event was at the same profit level of 2016 and it may be time to explore a different type of event moving forward.

EITC: The annual EITC renewal was submitted to the DCED in October. Last year the total was \$26,000. This year we are at \$10,000 with most gifts anticipated in November and December, in keeping with historical data.

This year's donors:

1. PPL Corp. - \$5,000 (October 17, 2024)
2. C&N Bank - \$5,000 (May 7, 2024)

Donor stewardship: The event on November 7 at DiSalvo's was well received. Nearly 60 donors were in attendance and received a thank you gift. 20 attendees called or emailed Brigandi or Resh to thank the Library for the event.

Social media update:

- Facebook: Currently at 6,133 followers; gained 30 new followers in October.
- Instagram: Currently at 1,581 followers; gained 8 new followers in October.
- YouTube subscribers are currently at 303; added 9 new subscribers.
- LinkedIn followers increased to 331. Impressions and views increased 14.3%.

Looking ahead, Brigandi will be reaching out to major donors and following up on Annual Fund gifts.



The place to go to learn, connect, and grow.

GO



86,118
in-person visits
YTD 2023:
81,326

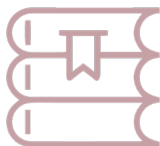


85,331
website visits
YTD 2023:
85,935



1,906 new
library cards
YTD 2023: 2,543
Total: 35,605

LEARN



307,319
checkouts
YTD 2023:
218,761



46,367
electronic
checkouts
YTD 2023: 55,376



284 programs
for children and
adults attended
by 9,635 people

CONNECT



73,616 Wi-Fi uses
YTD 2023: 78,406



64,298 items checked
out on Storymobile,
Book's Bus, Link &
Bookmobile
YTD 2023: 128,502



1,609 passports
executed and
449 renewals
reviewed,
bringing in \$74,380

GROW



178 volunteers
gave 1,022.15
hours of their
time valued at
\$34,231.80

* Per <https://rb.gy/6v5er4> at
the rate of \$33.49/hour



\$4,622,250.91
saved by using
the library, or
\$40.50 per person
*based on 114,188
county population



125 donors/orgs
making their
first gift, resulting
in \$30,669.49

YTD January 1 – October 31, 2024