

MEMO

Date: April 11, 2022

To: Matthew Strugis, Town Manager

From: John Quartararo, Finance Director



Re: Acceptance of donation from Thomas Memorial Library Foundation

CC: Debra Lane, Town Clerk; and Rachel Q Davis, Librarian

The Thomas Memorial Library Foundation voted on March 22, 2022 to provide up to \$50,000 from its remaining Capital Campaign that were specifically identified as for furniture, fixtures and equipment for a canopy at the Children's Garden, and to purchase furniture for the Children's Garden and Scott Dyer Rd side of the property.

I am requesting that the Town Council accept this gift from the Foundation and appropriate the funds for use by the library. Please include this item on the May Town Council agenda.

A copy of the minutes from the March 22, 2022 meeting of the Thomas Memorial Library Foundation are included with this memo. See item: Library update – Rachel.

Suggested Council Order:

Town Council accepts a gift of up to \$50,000 from Thomas Memorial Library Foundation for furniture, fixtures and equipment at the Library, and appropriates these funds into Fund 46 – Library Fund - Department 891 – Library TMLF Gifts.

Enc:

Thomas Memorial Library Foundation Meeting Minutes

03-22-2022

Call to Order 7:02PM

Present: Kim Swihart, Tyler Patterson, Kristen Homicz, Derek Converse, Gil Brennan, Kristina Justh, Jeff Mitchell, Lisa Leighton, Rachel Davis

Absent: Gregg Frame, Gretchen Noonan

Minutes - Derek

Minutes of the Meeting on 1/18/2022 were offered by Derek. A motion to accept was made by Kim and seconded by Gil; minutes were approved unanimously.

Treasurer's Report - Gil

Gil provided a quick update (see his reports for details).

1. Added \$5K to 2022 budget for website redesign.
2. Added \$2K to 2022 budget for legal expenses.
3. Gil, Tyler, and Gregg will meet with Geoff Alexander in April.
4. Board will request Geoff to attend meeting in May to discuss finances with the Board.
5. Received \$500 from the Town bottle shed. Rachel and TMLF to send out report on how this money is used.

ACTION:

1. Schedule annual review with Geoff Alexander. Gil to set up with Geoff, Gregg, and Tyler.
2. Geoff to attend May meeting. Gil to set up.
3. Bottle shed donation report – Rachel and TMLF

Annual Appeal – Kim/Kristina

Kim noted an additional \$10K was received for stair engraving. This puts the total 2022 annual appeal around \$56K.

Kris / Kim provided data comparing 2020/2021 to 2021/2022:

1. Number of donors – increased from 268 to 285
2. Amount of donations – approx. \$56K (including \$10K received on 3/22)
3. Number of PayPal donors – 66 out of 285.
4. Approx. 40% of new donors used PayPal.

Kim noted we'll need a new database administrator. Kim noted she may be able to handle this with Kris as the backup.

The board discussed getting the full list of donors on the website and using a full page ad in the Cape Courier, possibly in April.

Tyler asked if there were suggestions for the next appeal, starting this fall. A few discussion items:

1. Emailed thank you notes? Especially PayPal donors.
2. It was noted that a personal thank you note would be preferable.
3. For future donation, ask for email addresses and see if a green (email) option is preferred for communication.
4. Try an early email only appeal to gauge response and interest.
5. Discussion around personal notes on appeal letters.
6. Possibly using first class stamps to cover mail forwarding. It appears that many of our letters are not reaching donors.

ACTION: Full page ad in courier for April, if possible. If not, then push back to summer to avoid May graduation season.

Governance - Tyler

Gil, Tyler, and Gregg met to discuss governance. Three areas came up that should be addressed:

1. Review and updating of by-laws. Gil, Tyler, and Gregg will review and propose changes to existing by-laws.
2. Review with counsel regarding charitable laws. Legal questions regarding donations and separation of types of donations/uses.
3. Archiving of historic files, report, minutes, etc. Derek is working on getting Google Drive updated with as much info as possible.

ACTION:

1. Review existing by-laws and propose changes – Gil, Tyler, Gregg
2. Review with counsel – Gil, Tyler, Gregg
3. Continue archiving - Derek

Marketing / Outreach – Jeff

Jeff has directed website designer (Virginia Schmidt) to proceed with redesign work. Some work may need to be assisted by Jeff (donation plug in work). End result for redesign:

1. Website will look similar but will work off WordPress platform.
2. Adding donation plug in so donors can use non-PayPal donation methods. PayPal will still be an option.
3. There will be some ongoing costs for maintenance. Probably a few hours per year.
4. Change to WP engine for hosting.

Library update - Rachel

Rachel provided an update to the Board. Review her report for details.

Rachel requested the following FFE (furnishings, fixtures, and equipment) items for the library:

1. Canopy at Children's Garden – approx. \$23K
2. Furniture for Scott Dyer Road side.
3. Furniture for Children's Garden
4. Kids play toys (suggestion was made to use the bottle shed funds for this request as it does not fall under the definition of FFE)

The board discussed. Gil noted TMLF has about \$83K remaining in Capital Campaign funds specifically for FFE. A motion was made by Tyler to approve the use of up to \$50K in remaining Capital Campaign funds that were specifically earmarked for FFE. Kim seconded. Unanimous approval.

Storytelling - Lisa

Lisa is working on some ideas related to the Community Read and may have some new stories for April. There was discussion around the email address that is posted on the website (stories.TMLF@gmail.com). Tyler will reach out to Mary Capobianco to see if she has access to this email address so that Lisa can take it over.

ACTION: Tyler to check in with Mary C about the gmail address.

Recruiting – Tyler (in Gregg's absence)

The board spreadsheet has been updated and will be shared at the next meeting in May.

New Business - Tyler

No new business items.

Gil made a motion to adjourn the meeting, Lisa seconded. Unanimous approval.

Meeting adjourned at 8:55PM.

Future meetings (all times start at 7PM; locations TBD)

May 17, 2022

July 19, 2022

September 20, 2022

November 15, 2022