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2015-16 Annual Report

May 12, 2016**2015-16 Ex Libris Members**

Adirondack Trust Insurance, Agency

Phyllis Aldrich

Lorrie Anthony

Sheelagh Baily

Richard Bamberger

Allen Barclay

Susan Bartle

Susan Beaudoin

John Beisler

Leslie Bell

Susan Bergmann

Kenneth Bollerud

Elsie & Laurence Cagle

Laura Chodos

Dorothy Christiansen

Catherine Clarke

Frank Conte

Ann Crowell

Sandra Cullinan

Katherine Currie

Bailey Delaney

Robert and Marcia DiSieno

Peter Dowling

Warren Enters

Charles Finn

Jim and Cheryl Gold

Charles Greiner

Virginia Griffen

George Grigorovitch

Henry & Pauline Hamelin

Edward Heffernan

Mary Ann Hunter

Patrick and Beth Kane

Karen Kolanowski

Tim and Elizabeth Lehmann

Deirdre Leland

Jan and John Lillibridge

Stephen Mackey

Marilyn Mammola

Christine McDonald

Robert McFarland

Kathleen Miller

Pat Mion

Barbara Morris

Linda and James Morzillo

Margarita Muinelo

Krissy Neddo

Jessica Niles

Leah and Pat Oles

Ruth-Ann Parent

Kevin Philbin

Charlie Pickett

Jay Portnoy

Ike Pulver

Carol Reynolds

Almeda Riley

Patricia Ritzert

Kathleen Ross

Joanna Schneider Zangrando

Lindsay Shippee

Alison Spencer White

Robert and Barbara Sponzo

Jean Stamm

Judy Staubo

Jon Sterngass

Nedra Stimpfle

Julia Stokes

Barbara Taylor

Marilyn Vanden-Handel

Katherine Walthausen

Bob West

Gloria and John Weyand

Katherine Winderlin

Kathleen Young

Jeanette Zehr

Alice and Don Zeiger

**2015-16 Annual Report**

***President’s Report Lorrie Anthony***

In reviewing the activities of the Friends this past year, it has been one of transition for the Board of the Friends on several levels.

After an examination of the value of the Fall and Spring programs the Friends had presented for almost 40 years, the Board voted not to continue providing them. Attendance to these programs had been diminishing while the library was increasing its programs and a new bookstore, Northshire, was providing author programs. Additionally, the original purpose of Friends’ programs was to help increase patronage of the library. With the extraordinary support from and use by the Saratoga Springs community, library patronage is at an all time high. With these environmental factors in mind, ending the Friends’ programs and using the extra funds to support the library’s programs made more sense. This year the Friends’ funds will be used to support the library’s Saratoga Reads program, the Berkshire Boat Building School Presentation. Going forward, the Friends are including in each year’s budget a separate line item dedicated to library programs support.

To address a drop in Friends membership, the Membership Committee took a look at the membership structure, the value of membership and how the community was informed about our organization and decided to make some changes. The membership structure was revamped with the goal of broadening the membership levels and, at the Ex Libris level, increasing the members’ choice of what their contributions would support. In an effort to add value to membership, additional benefits were developed. Finally, outreach to the community was expanded with an eye towards informing the community of the existence of the Friends and how we benefit the library. More specific information on these efforts can be found in the Membership Committee report below.

The Friends’ Book Shop saw continued growth even as it was going through a name change from the Book Bag and adjusting to its new location. The name change was in response to the recognition that most shop patrons had no knowledge of the connection between the shop and the Friends. In addition to providing a substantial portion of the Friends’ income, the Book Shop is instrumental in the membership efforts by providing members-only benefits. The first 50% off members-only sale was a success with many patrons joining the Friends in order to take advantage of the discount. The Book Shop Committee report below provides more information on the year’s activities.

The Public Relations committee has done extraordinary work raising the visibility of the Friends. For the first time, the Friends were featured on the local Look TV channel, the Friends website and Facebook page are regularly updated, and Friends activities are regularly featured in local news media. The Public Relations and Membership Committees work together on their mutually beneficial purposes.

Finally, as the Finance report below shows, this has been a good year financially for the Friends. A consequence of this is the increased level of library support for 2016-17.

It has been my pleasure to work with the talented and hard working Board members that have accomplished so much this year. All of this year’s hard work has been directed to one single goal, to provide the greatest support the Friends can to maintain the extraordinary services and facility that is the Saratoga Springs Public Library.

***Book Shop Committee Barbara Morris, Chair***

2015-16 has been a record year for the FSSPL Book Shop. Under the management of Jeff Budge and his assistant manager Nancy Whalen, we have seen growth in volume of sales, income, donations and volunteers.

The Book Shop is overseen by a committee which meets monthly to review the Shop’s financial performance, day to day activities and special projects within the Shop.

The financial status of the Shop is strong. Income is up compared to past performance. Income increased substantially, Amazon sales have increased, and a new potential source of income, EBay as a venue for sales of select merchandise, is being tried. We recently had our first sale in this market space.

Use of credit cards was introduced in the last quarter of the previous fiscal year. This program has been incredibly successful, growing from 10 to 18.5% of total shop receipts. This peaked in March of this year at 25%. One trend noted has been that while the number of transactions has stayed relatively consistent, the income per transaction has grown.

Donation of merchandise has increased to greater than 100,000 items. The volume of donations has challenged the space constraints of the shop. This has led the shop to limit sales in the shop to books and recorded media (CDs, DVDs and VHS tapes, and vinyl records).

The management team in the Book Shop (with the assistance of circulation staff of the library) completed a rearrangement of the materials within the Shop, utilizing published guidelines about circulation trends from the library literature. Additional operational changes in the shop are the first ever increase in merchandise pricing, the development of members-only 50% off sales that are offered three times a year in addition to the continuation of public 10 cent sales five times a year.

Under the thoughtful recruitment and management of our manager, Jeff Budge, seventeen new volunteers joined the Shop staff this year. We now have 80 volunteers and retention has been very good. This is a very important statistic as volunteers are the heart and soul of our shop. They are involved in day-to-day sales, sorting of donations, maintaining inventory on the shelves and countless special projects. The Book Shop staff has developed volunteer recognition programs that include annual awards for exceptional service, new ID cards that are colored coded to honor years of service and participation in the Friends annual holiday party for volunteers and library staff.

The Book Shop continues to be involved in outreach efforts by contributing books to the library for sale to Better World Books which nets additional income directly to the library. The Shop also responds to requests for books by various organizations in the community and provides books as needed to the Friends for member recruitment activities.

As we conclude this record year in the Book Shop, we look forward to increasing programs to enhance its environment and financial success. Our goal is to increase income by 5% as we grow this operation which serves as a major source of donations to the library and puts quality books in the hands of our community at a reasonable cost.

***Finance Committee John Rankins, Treasurer and Chair***

Total Book Shop revenue and Membership dues income both increased over last year. Membership dues benefited from a late year push for new members through the Book Shop 50% off sale and the library staff incentive program. With the increases in revenue and dues along with additional fundraising revenue, the Friends were able to contribute $17,825 to the Library in support of the Children’s Summer Reading Program, new laptop computers, Staff Development Day, 3D printer and other miscellaneous programs. Additionally, an Ex Libris membership contribution of $6,580 was given for the purchase of non-fiction books. Along with membership support of local organizations, total community support for the past year totaled $24,560.

**Financial Report May 2015 - April 2016**

***Balance Sheet as of 04/30/2016***

**Assets:**

Cash $ 5,865

Other Assets 635

**Total Assets $ 76,500**

**Liabilities and Equity:**

Payroll Tax Liability $ 1,009

Sales Tax Payable 1,026

Other Liabilities 1,418

**Total Liabilities $ 3,453**

**Net Assets $ 73,047**

**Total Liabilities and Equity $ 76,500**

***Revenue and Expense Summary May 2015 - April 2016***

**Income:**

Book Shop $ 96,770

Membership Dues 13,382

Interest 57

Other Income 1,518

**Total Income $ 111,727**

**Expenses:**

Administrative $ 2,763

Book Shop 57,951

Community Support 24,561

Membership 1,665

Public Relations 2,778

Special Events 1,498

**Total Expenses $ 91,216**

**Net Income $ 20,511**

***Membership Committee Nedra Stimpfle, Chair***

The Membership Committee began the year with the following goals in mind: (1) to propose ways in which to increase membership; (2) to implement one or two of those ways; (3) to work with other Board committees to enhance the Board’s effectiveness and productivity; and (4) to revise the membership letters to include the list of Book Shop perks. Basically, our motto for the year was, “Show Up, Be Known, Gather Support.” We managed to touch on all of those goals in varying degrees and in a variety of situations.

Working closely with the Public Relations Committee, we actively engaged in two summer Concerts in the Park, the Magician Show in the Community Room, the Saratogian Parking Lot Fundraiser and the Ben & Jerry’s Annual Free Cone Day. At each event we talked to attendees, handed out bookmarks and/or other materials, and actively promoted membership. The two committees also collaborated on a revision of the “What The Heck is a Friend of the Library?” flyer. As Chair, I also met with the Book Shop volunteers to hear their concerns, answer their questions and brainstorm ways to make their membership promotion tasks easier and more productive.

We generated a number of projects that we might engage in over the course of the year. Soon, it became clear that we could do only so much; consequently, we decided to focus first on revising the Membership Levels. Working within the committee and then with the Board, we changed some of the level categories, raised the fees minimally, and increased the perks in the Book Shop for all members. Particularly noteworthy are: new categories for Youth and for Family, as well as Children’s Programs being added as a choice at the Ex Libris level.

Our recommendations to the Committee for consideration during 2016-2017 are: (1) document the role and responsibilities of the Membership Committee and the Chair; (2) label all items in the library that the Friends funded; (3) update the Ex Libris wall plaques; (4) establish a promotional relationship with the Saratoga Springs PTO’s; (5) add a Friends loop to the TV monitors in the library; (6) reach out directly to lapsed members; and (6) develop an event for National Friends of the Library Week in October, 2016. Obviously, the committee will have to be selective .

Many thanks to the individuals on the Membership Committee, the Board, the Book Shop, and the library staff for all of their efforts that helped this committee move forward this year.

***Public Relations Committee Sue Hahm, Chair***

Continuing our momentum from last year, we focused on getting The Friends’ name out into the community. At Rotary events, the library’s summer reading program, Chowderfest, the Friends book sales and tote bag sales, our bus trip to Hyde Park, and an appearance on local television, to name a few, we put a face to our organization. We celebrated the Friends Book Shop’s 20th anniversary at a Brown Bag Lunch program in October. Our committee: Dan Foote who maintains our website, Gwen Ivins does our graphic design, Terry Ronning does our social media, teen rep Jasmin Senn helps at events, and myself as chairperson. We hope you enjoy receiving our members’ newsletter three times per year. Tote bags with our new logo are available for $10 in the Friends Book Shop at the library. They make great gifts and perfect for carrying books during visits to the library or The Friends Book Shop.

***Nominating Committee Lorrie Anthony, Chair***

The committee consisting of Barbara Sponzo, Jessica Niles and me nominated to the Board three new members for 3-year terms beginning with the 2016-17 year.

**Marjorie Martin** – Having moved to Saratoga Springs almost 40 years ago, Marjorie has been involved in the community at both civic and private levels. A few of the organizations she has been affiliated with include the Preservation Foundation, the Open Space Project, and Ndkinna, the Native American educational center in Greenfield.

**Leah Moore** – Leah is renewing her association with the Friends having previously worked in the Book Shop as assistant manager and working with the Membership Committee to establish the membership online database. Leah is currently employed with the Northshire Bookstore.

**Jasmin Senn** – Jasmin has been serving on the Friends Board as a teen member and a member of the Membership committee for the past year. She will be graduating from Saratoga Springs High School in June and entering Skidmore College in the fall. Jasmin asked to continue on the Board as an adult member and we are pleased to have her valuable perspective as a younger member of the community.

**Awards and Recognition**

***Marie Madden Award***

In memory of Marie Madden whose dedication, good humor, high spirits and hard work were an inspiration to library workers, users, trustees and all true Friends of the Library and libraries everywhere, this award is given in recognition of volunteer service to the Library. This year’s award recipient is Bonnie Smith.

***H. Dunham Hunt Award***

This annual award is given in memory of Dr. H. Dunham Hunt, a dedicated and tireless supporter of the Library from its inception in 1945 to his death in 1982. It is given in recognition of volunteer service to the Library. This year we are acknowledging the service of two individuals, Kathleen Royka and in memory of Jean Stamm who passed away this year.

**2015-16 Officers and Board Members**

Lorrie Anthony, President Jay Portnoy, 2nd Vice President

John Beisler Ike Pulver, Library Director, Ex Officio

Carol Godette John Rankins, Treasurer

Sue Hahm Terry Ronning

Michele Madigan Barbara Sponzo, Secretary

Barbara Morris Nedra Stimpfle

Jessica Niles Joanna Zangrando, 1st Vice President

**2016-17 Officers Retiring Members**

Lorrie Anthony, President John Beisler

Jessica Niles, 1st Vice President Joanna Zangrando

Jay Portnoy, 2nd Vice President

John Rankins, Treasurer

Barbara Sponzo, Secretary

**The Friends Book Shop Volunteers 2015-16**

Joan Alter

Holly Allen

Roberta Ambrosio

Lisa Baltz

Ev Bedard

Sophie Breitbart

Charistienne Budge

Elsie Cagle

Citiali Campos

Jim Chevalier

Will Clark

Joan Crean

Mary Beth Delarm

Jean Dugan

Barbara Egerman

Wyatt Erchak

Venke Fehlis

Candy Flood

Larry Forneris

Mitchell Frost

Glen Gausewitz

Angelo Giannettino III

Olivia Grose

Ginny Hewitt

Jan Hoffman

Jesse Jaeger

Bob Kearney

Debbie Kemp

Mary Beth Kikel

Joan Lambert

Carolyn Lansberry

Mary Laurence

Garth Lloyd

Penny Lockwood

Peter Luczak

Taryn Matusik

Sharon Maidment

Marilyn Mammola

Staci Mannian

Evelyn Markowitz

Maggie McCabe

Sharon Meyer

Diana Miller

Linda Morzillo

Alice O’Brien

Kim Palermo

Rozelma Piaskowski

Alexa Poli

Ruth Putnam

Marion Renning

Shelley Riley

Betty Ruger

Linda Schneider

Katie Schriber

Bonnie Smith

Jean Stamm

Steve Strang

Ida Strang

Jean Tokarski

Craig Tunwall

Brittany Tyrrell

Lyn Vanden-Handel

Bonnie Wasson

Andy Welch

Gerd Wiesenberg

Roland Wright

Dee Wright

Alice Zeiger