

Chelsea District Library
Director's Report
December 2011

Questions from last Board Meeting

- None

Library Board

- Finance Committee met to review quarterly reconciliation reports
- Fundraising Committee
 - Committee met in November to establish some action steps for growing the Endowment
 - Created & sent a letter to the community promoting the special tax savings opportunity using the Michigan Community Foundation tax credit, which is only available through the end of the year, December 31, 2011
 - Four individuals have generously contributed to our Endowment fund in the last month
 - I completed a "case statement" (brief paragraph about purpose of the endowment) and sent to committee for feedback. This will become part of our documentation package
 - I continue to work with the Community Foundation of SE Michigan to help us compile and post up-to-date information on our website regarding our Endowment
 - Friends member Toni Keim will be joining the Fundraising Committee as the liaison starting in December

Budget & Finances

- Reserve Fund Study Follow Up
 - Attended a meeting with the firm that developed our reserve fund study to ask follow up questions regarding the report. The study confirms the fact that the library is in an excellent position financially to manage long-term maintenance and capital replacement needs of the building
- GASB-54
 - I have been working with our auditors and the Board Treasurer to develop a policy to satisfy this new reporting requirement. Policy is attached as a discussion item
 - GASB issued Statement No. 54 to address issues related to how fund balance was being reported. The GASB's original intention was to clear up confusion regarding the relationship between reserved fund balance and restricted net assets. However, the GASB's research revealed that the existing standards guiding fund balance reporting were being interpreted inconsistently by different governments. Consequently, the fund balance information reported by many governments also was inconsistent. It also became clear that the understandability of fund balance information was affected and that financial statement users were unable to readily interpret reported fund balance information

Staff

- HR Concern
 - I investigate a concern involving a former staff member who was still identifying himself as a current Library employee on several websites, including social media sites. The Library received several complaints about commentaries that the former staffer made in which he identified himself as a current employee. I have worked collaboratively with our attorney to resolve the issue
- 2012 Spring Programming
 - Staff are in the process of developing new programs and services for spring, yes, it is that time for us to be thinking about that already. Although there are too many things to mention here but here are some highlights:
 - Authors in Chelsea will be on March 27
 - There will be a few lead in events leading up to the big presentations at the Chelsea schools and here at the library. We have three authors appearing this year (John Nickle, author of the Ant Bully; Tony Abbott, author of Secrets of

- I met with Toni Keim to review and offer feedback about her proposal to develop and recruit new members to join the Friends of the Library. Goal is to utilize the library's electronic and print newsletters to promote
- Attended Friend's monthly board meeting to discuss the library's fundraising action plan, as well as issuers regarding the elimination of Personal Property taxes
- I attended the annual holiday party to honor our volunteers where I made a brief speech to honor Sharon Pignanelli and her many years of service to the Library and the Friends of the Library
- Friends of the Library Wish List for 2012
 - Our staff has compiled and is ready to submit requests to the Friends of the Library for funding in 2012

Professional

- TLN Steering Committee
 - As chair of the committee, my priority this year is to work in conjunction with TLN to develop a new continuing education program that is meaningful, something substantive with real world applications in order to help our professional staff members further develop and enhance their skills
 - The curriculum that I am going to present to the membership includes but is not exclusive to the following: Fundraising, Budgeting 101, Project Management for Librarians, Community-led Outreach & Service Planning, Facility Management, and working with Library Boards

Outreach

- Chelsea Area Wellness Community Coalition
 - I attended the second strategic planning session for developing a comprehensive wellness plan for Chelsea. Although the framework of the plan is complete, several details still need to be completed before the plan can be submitted to the Chelsea Area Wellness Foundation for approval. The Community Read, Volunteer Chelsea Project, and a comprehensive communication plan will all be incorporated into the plan (all projects supported and developed by the "Connect with Others" subcommittee)
 - The Coalition's next meeting will be in January, after the holidays
 - My goal is to reconvene my "Connect with Others" subcommittee to review and offer feedback about the strategic plan before the Coalition meets again as a whole
- Lions
 - White Cane
 - This is an annual fundraising event that I participated in again this year to support programs and services for the blind or visually impaired as well as the many other projects Lions support in Chelsea
 - Holiday Gift Wrapping (Faith in Action)
 - I attended our annual holiday party to help wrap gifts for the local families that our Lions Club adopts each and every year to help support Faith in Action
- Rotary
 - Rotary Club has asked me to serve as President starting in 2013. The term is one-year, but will require completion of a few duties, including some training, as President-elect beginning in 2012. Currently, I am serving the club as chair of its Membership Committee

Meetings/Conferences Attended

- Management Meeting, 11/15, 12/6
- Board of Directors, 11/15
- DDA Meeting, 11/17
- Fundraising Committee, 11/17
- Staff Meeting, 11/18
- Chelsea Wellness Coalition Meeting, 11/18
- Strategic Planning Work Group, 11/21, 11/28, 12/5
- Chelsea Wellness Coalition Strategic Planning Meeting, 11/21
- Rotary, 11/22, 11/29, 12/6
- Monthly Meetings w/staff, 11/22, 11/23, 12/7
- Silver Maples Village Network Focus Group, 11/29

- TLN President Meeting, 11/30
- Hometown Holidays, 12/2
- Silver Maples Fundraiser at Silver Maples, 12/3
- Friends of the Library Board Meeting, 12/3
- Volunteer Holiday Party (Hometown Holiday Parade), 12/3
- Reserve Fund Study Meeting, 12/5
- Lions Club Holiday Gift Wrapping Party for Faith in Action, 12/6
- Board Treasurer, 12/7
- Friends of the Library President, 12/8
- ML Liebler, CDL Artist in Resident, 12/8
- SRSLY Executive Committee, 12/9
- Friends of the Library Membership Meeting, 12/9
- Rotary Christmas Party, 12/10

Marketing Report | November 2011

MARKETING & BRANDING INITIATIVE/STRATEGIC PLAN

- Content handouts: Importance of creating our own content and using value-enhancing terminology
- Start development of second branding presentation using information from workgroup outcomes

NEWSLETTER

- Finished winter newsletter, Strategic Plan issue

GENERAL MARKETING

- Homepage graphics for webpage
- Event listings sent to annarbor.com, chamber, things to do in Chelsea, chelseamich
- E-news (weekly)
- Twitter/Facebook posts
- Press Room page updates on website with news coverage and press releases
- Create and send enews for endowment tax credit, update donation webpage, re-create tax letter file.
- Create end cap signage for adult collection

MEETINGS

- Marketing meeting (weekly, Friday)
- Management meeting (weekly, Tuesday)
- Early Literacy meeting with Karen and Robin (11/29)

OUTREACH

- Met with Cary Church to start laying out digital file for local history plaque for Historical Society