

**Winthrop Public Library
Board of Library Trustees Meeting Agenda
Wednesday, February 24, 6:45 p.m.**

1. Reading and acceptance of minutes from the previous (January 27, 2010) meeting.

2. Director's update

*** Town Hall update*

*** Budget/Financials*

*** Update: Entrepreneurial Task Force*

*** Update: Florence & Bernie Basch Room – Signage, end date*

*** Programs: Kate Genevose (2/23/10), Richard Johnson (3/3/10), Stephanie Schorow (3/30/10)*

3. Old Business

*** Retirement “time” for John Cronin: Thurs., 3/4/2010, Winthrop Arms*

4. New Business

*** FY 2011 Budget submission (5% reduction from FY 2010 budget)*

5. Date of Next Meeting

6. Motion to adjourn

Board of Trustees
Winthrop Public Library and Museum

Minutes

Trustees meeting, February 24, 2010, Edward A. Hazlett Meeting Room, Winthrop Public Library.

Mr. Matarazzo called the meeting to order at 6:43P.M. The following named trustees were present: James Matarazzo, Chairman; John Tranfaglia, Vice-Chairman; Stephen Dalton, Betty Peabody, and Richard Tyrell. The library was represented by Alan Thibeault, Director; Ann Gutting, Assistant Director, and Janice Flaherty, Administrative Assistant.

Minutes

Mr. Tranfaglia moved to accept the minutes of January 27, 2010, as presented. Ms. Peabody seconded the motion. Passed.

Director's Update

A. Town Hall. There was no news to report.

B. Budget/Financials. Mr. Thibeault reported that at the present time the library is in good shape and spending is on schedule. He submitted a chart of line items, Discretionary Funds, and S and E Materials Compliance as of February 24, 2010.

C. Update: Entrepreneurial Task Force. A paper "Entrepreneurial Initiatives, February 23, 2010, was submitted to the trustees. This report prompted spirited responses as trustees voiced their opinions on the initiatives.

D. Update: Florence and Bernie Basch Room. The Director is sanguine that completion is in sight, hopefully by the end of the month.

E. Programs. Kate Genovese appeared on 2/23/10; Richard Johnson is scheduled for 3/3/10, and Stephanie Schorow on 3/30/10.

Old Business

John Cronin's retirement party is scheduled for March 4, 2010, at the Winthrop Arms.

New Business

FY 2011 Budget submission, Mr. Thibeault submitted the library budget for 2011, reflecting "level funding from 2010 minus five percent."

An estimated 2.5% increase is anticipated for NOBLE.

Next Meeting

The trustees will meet next on Wednesday, March 24, 2010, at 6:30 P.M. in the Hazlett Meeting Room.

Adjournment

Ms. Peabody moved to adjourn this meeting at 7:52 P.M. Mr. Dalton speedily seconded the motion which won complete agreement.

RST
RST

FY10 LIBRARY FINANCIALS as of 24 FEBRUARY 2010

LINE ITEMS	1 JULY 09	Current \$\$ Available	Current \$\$ Available	Current \$\$ Available	% Spent
Payroll	336,847.00	121,192.26	215,654.74	121,192.26	64.02%
S&E Non-Materials	18,000.00	4,328.50	13,671.50	4,328.50	75.95%
S&E Materials**	74,966.00	23,294.56	51,671.44	23,294.56	68.93%
NOBLE	48,282.00	7,654.77	40,627.23	7,654.77	84.15%
Contract Services	3,800.00	3,800.00	0.00	3,800.00	0.00%
Utilities	15,929.00	4,293.92	11,635.08	4,293.92	73.04%
Conference	1,500.00	1,419.10	80.90	1,419.10	5.39%
OVERALL	499,324.00	165,983.11	333,340.89	165,983.11	66.76%
DISCRETIONARY FUNDS					
	7/1/2009	Expen'tures	FY10 Deposits	Current \$\$ Available	Current \$\$ Available
. State Aid	15,228.84	2,623.99	6,080.49	15,228.84	18,685.34
. George Hyde Fund	12,667.37	2,150.18	315.00	12,667.37	10,832.19
. Hazlett Children's Fund	805.03	600.00	100.00	805.03	305.03
. New Book Fund	2,170.21	0.00	61.00	2,170.21	2,231.21
. Carr Museum Fund	777.00	0.00	110.00	777.00	887.00
FINES P'd to TOWN	2,267.50				
****S&E MATERIALS COMPLIANCE					
	Spent				
59,918.88	51,671.44	86.24%	<--Spent toward 12% compliance		
67,408.74	51,671.44	76.65%	<-- 13.5%		
74,898.60	51,671.44	68.99%	<-- 15%		

February 23, 2010

Subject: Initial Evaluation – “Entrepreneurial” Initiatives

1. Purpose & Background: Town Manager has strongly urged Library to pursue entrepreneurial initiatives and activities to create new revenue streams. Recommendations for such activities were generated by members of the Winthrop Library Staff Association.. Rich Allen and Mary Connolly met with Alan Thibeault (ad hoc Entrepreneurial Committee) on 2/18/10 to evaluate ideas.

2. Definition: Truly entrepreneurial initiatives are those which could be described as business projects – products or services offered at cost to the general public. Activities that generate one-time revenue or infrequent donations (bake sales, auctions, raffles, private gifts) are fundraising in nature and not entrepreneurial. The following conditions would apply to any entrepreneurial initiative the Library would undertake:

- a. The initiative must be truly entrepreneurial IAW definition at 2. above.
- b. Any Library-run entrepreneurial activity would have to be, for the most part a “turn-key” business. Resource-intensive initiatives would have to demonstrate a projected profit sufficient to merit continued employment of personnel and monetary resources.
- d. The contemplated activity would have to be shown not to jeopardize our ability to retain state certification IAW state laws and statutes.
- e. The need to avoid public perception of “double jeopardy” – charging the public for products and services already paid for through tax revenues.
- f. Any profits earned through entrepreneurial activity would be deposited to the town’s general fund, NOT to a Library-administered discretionary fund.

3. Methodology and Findings: The ad hoc committee evaluated WLSA suggestions to determine whether they were truly entrepreneurial in nature and to determine their practicality. Using the definition and provisions listed at 2. above, the following suggestions were deemed entrepreneurial and worthy of further consideration. Additional concerns or comments are presented parenthetically:

a. Renovation and re-purposing of “Mold Room” to commercial usage such as a Coffee Shop or some other business that would pay rent for the space. (Will require money for renovation, legal advice for lease agreements, accounting support for financial management.)

b. Adding a \$5.00 processing fee for lost books above the replacement cost. (Adding this fee to existing fines/fees will enhance the amount of monies we already provide to the general fund via fine monies.)

c. Accepting advertising or permitting other commercial use (cell phone repeaters etc.) of the Library’s exterior. (Will require marketing, policy formulation, legal advice for establishing such a business and contractual considerations thereof, accounting support and financial management).

d. Selling Library merchandise (logo'd mugs, t-shirts, tote bags etc.) via Café Press or some other vendor. (Can be done relatively cheaply and easily. Marketing efforts would enhance sales, but demand is, at best, uncertain.)

e. Providing fax services for fee. (We could purchase equipment but administering this service might create an undesirable distraction for an already-overworked staff.)

f. Hosting a Red Box movie vending machine (This would put us in direct competition with existing town businesses. Also, DVD rentals is a diminishing business.)

g. McNaughton Plan book rentals: Offer additional, rental copies of newer, in-demand releases. (May violate "free public library" provisions. May also raise problems of perception: Would this create a perception of two classes of library users – those for free and those who pay for enhanced availability of certain titles?)

h. Revise, republish and sell William H. Clark's "History of Winthrop Massachusetts. (Will require a time-intensive revision to the 1952 tome. Also, the Winthrop Centennial Committee has implied copyright over the book.)

i. Produce and sell CDs of the Museum's historic photos. (Demand is believed to be limited. Additionally, creating, packaging and selling the CDs will demand additional staff time and material resources.)

j. Rent equipment such as electrical meters or other tools. (May violate our "free public library" status).

k. Publish a WPLM book of historic library photos via Arcadia Press. (Staff time to create the work. Uncertain demand).

4. **Further Action:**

a. Conduct a similar review of entrepreneurial ideas generated by the Long Range Planning Committee. Submit evaluation of same to Library Trustees

b. Entrepreneurial Committee will submit recommendations for commencing entrepreneurial activities.

c. Library management and staff will continue to generate ideas for new initiatives on an ongoing basis. The Entrepreneurial Committee will meet, as needed, to consider new ideas and evaluate/recommend action as appropriate.

Alan M. Thibeault