

Board of Trustees Meeting
Monday, December 6, 2021 7pm
Minutes

Mission: Providing informational, educational, recreational and cultural resources to meet the needs of Media and Upper Providence residents and the greater community.

Virtual Meeting Link: <https://meeting.windstream.com/j/1119667319>

Minutes

1. Meeting opened at 7:00pm with the following attendance:

- a. Virtually: Paola (guest), Stacy Buechele, Tu Packard
- b. In Person: Cynthia Sikaras, Nancy Mott, Cathy Zurbach, Victoria Young, Peter Williamson, Sandra Samuel, Bernadette Daniel
- c. Absent: Leo Stahl

2. Guest Speaker: Paola Tiesi

- \$450k total raised for Media Elementary Playground
- Tips/Tricks: Encourage not to reach out to the same people all the time – reach out to a broader group of people, Grants, Challenge Match,
- Touch a Truck – brought in people from all over (\$18k raised at one event)
 - Rose Tree Park
 - Ariano – sold food, was difficult, but a money maker (burgers/dogs)....Food Trucks were booked out in advance and want an idea of who was coming.
 - People volunteered to bring firetrucks, dump trucks, construction trucks and people paid to sit and touch the trucks \$10/child suggested donation
 - Huge social media presence
 - Contacted events calendar for kids - \$40 – event calendar has a huge following
 - End of April
 - 30-40 Volunteers helping, could have had more (high school community service hours, Rotary, parents)
 - 30,000 people saw the event on FB
- Bricks for the playground – brick matching
- Idea – think outside the box to not keep hitting the same people
- How many people did you have to work with you? A lot – we had a few events. Silent auction (6-7 skilled volunteers)
- American Girl Doll Bingo – drew people beyond just the school, everyone wants to win one. Perhaps a more gender neutral idea for the next time pre-covid.
- Social Media – constant updates on Facebook, including events, sharing of the events, reaching out to friends to like the page, paid an extra \$20 to FB for event to pop up more (spend money to make money)
 - Put pictures up of where the money was going – the swingset, the slide, and the prices of those to make the donations feel tangible
 - Website
 - Promoting Ariano for example, tagging them, thanking them, get followers there too

- Sponsorship levels – sponsorship package

3. Media Borough Support Update

Peter Williamson

- Inaudible – first part of Peter's update
- Local election – Kevin and Mayor were re-elected, 2 new candidates elected
- MUPFL put a nice package together with real asks
- Discussion
 - Communication with the township – new finance director
 - Hoping UPT ups their annual budget to be in line w the Borough

4. Minutes: October Minutes were approved, motion #1 made by Victoria, motion #2 made by Cynthia

5. Review of Treasurer's Report:

- Have not received 4th quarter payment from UPT yet, she's reached out to Joe
- Detailed budget w 2021 YTD and 2022 budget – please review. Currently have \$367k in cash
- 2nd PPE loan forgiven
- Looking to have budget approved in Jan 2022

6. New Business: Brainstorming Sustaining the Media-Upper Providence Library

- Tyler Arboretum Partnership – a garden with a brick path
- Event Leads – groups of friends
- Social Media – internship for a high school senior to run a heavier presence
- Be specific in our ask
- Put out an ask for assistance on FB for subcommittees
- Show what we are doing in the library- Ant Farm, etc – what is tangible
- Donor outreach 101 – Donors like hearing from staff
- We need to clean up the \$500+ donor list – perhaps remove anyone who hasn't donated in 3+ years
- Sponsorship levels? What do I get for donating? Book dedication?
- What events can we have?
 - Wine Event (May – leading up to Memorial Day?)
 - Trivia / Craft Beer Night? (Maybe Pinocchios?)
 - Wheelbarrow of Wine
- Spring Appeal in April?

7. Meeting Room Update:

- Language for meeting rooms, not under the purview of the library to police the room

8. Upcoming Meetings

- MUPFL Board Meeting: January 24, 2022
- DCL 2022 Meetings - Please sign up to attend

9. Meeting Adjournment: The meeting was adjourned at 8:59pm