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MTPL Foundation Board
Gary Graziano - President
David Miller - Vice President
James Martin - Treasurer
Lisa Fulginiti - Secretary
Marylou Barton
Robin Lapi
Carol Simpson

Lois Morgan - Emeritus

Manheim Township Public Library Foundation Board Meeting

Date: 1/25/2012

Time: 5:30pm

Location: MT Public Library

Administration

■ Call to Order, Roll Call & Agenda Review:

- All board members were present except Jim Martin and Lisa Fulginiti
- Also in attendance were Dan Coleman, Katrina Anderson, and Lori Dietrich and MT Commissioner David Heck.

■ Public Comment on January Agenda:

- No comments.

■ Minutes of Prior Meeting (November) and **MOTION to Approve:**

- Motion made by Marylou Barton and seconded by Robin Lapi.

Current Business:

■ Endowment and Annual Campaign:

- Lori Dietrich updated the Board on the final numbers for the 2011 Endowment and Annual Campaign. We raise \$81,300 in donations plus in-kind donations to total over \$100,000.
- The 2011 Appeal Campaign this year was successful even with the lowest overhead. Two thirds of the donors pledged \$250 or less.
- The Year-End appeal is scheduled to be mailed mid-month.

■ 2012 Marketing Plan

- 2012 events include a Chocolate-covered Strawberry Sale for Valentine's Day, a Breakfast with the Bunny for Easter, and our third annual Fore the Books Golf Outing on May 18th. The fall Rockin' the Stacks event will be on 9/29 this year. Additionally, we will host a Lancaster Chamber business event on Wednesday, March 21.
- 2012 Appeal Campaigns will mail in early June and late November.
- We will develop a Planned Giving brochure to support the Endowment Fund this year. Other areas of focus include Corporate Giving, expanding the Friends of the Library Book Sales to online, and increasing the E-newsletter list to 800.
- We will seek ongoing media placements for our programs and events, and expand our social media reach to 1000 Facebook friends and 300 Twitter followers. Community outreach will also be expanded through business, networking, and participation in other local events.

■ November and December Director's Reports

- November and December Director's reports were reviewed. Our circulation for 2011 reached 315,000. Of interest is the fact that this circulation was achieved with a library collection of 39,000 items. For comparison, Ephrata's



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collection is 100,000 and their circulation is 390,000.

■ **Slate of Officers for 2012:**

- Board Officers for 2012 include Jim Martin - Treasurer, Lisa Fulginiti - Secretary, and David Miller - Vice President. (Motion - Mary Lou Barton, Seconded by Robin Lapi)

■ **Personnel**

- Marcia Beckwith will be promoted to Circulation Manager. This position remains part time.

■ **Old Business:**

- All additional agenda items are postponed to the next meeting.

Adjourn

■ The meeting was adjourned at 7:35 p.m. (Motion by Dave Miller, second by Mary Lou Barton.)

Cc: Board of Directors: M. Barton, L. Fulginiti, G. Graziano, R. Lapi, J. Martin, D. Miller, L. Morgan (Emeritus)

Cc: MT Staff: K. Anderson, D. Coleman, L. Dietrich, M. Rimer