

Adams County Library System  
Board of Trustees Meeting  
Thursday, July 25, 2024  
Gettysburg Library

Board members present: Heidi Gillis, President; Jessica Boyer, Vice President; Kara Boehne-Miele, Secretary; Rita Rice, Treasurer; Karen Arthur, Bettie Bertram, Kathleen Heidecker (Zoom), Kelly Kampstra, Anna-Mae Kobbe, David Kushner, Kathleen Pratt (Zoom), Dorothy Puhl, Rukhsana Rahman, Julie Ramsey, Jill Schumann, Ray Schwartz (Zoom), Lisa Shower, Sue Whaley & Rob Williams

Public: David Goettler (Zoom), Marge Keller, Angie Piraino

Staff: Miranda Wisor, Executive Director; Brandt Ensor, Assistant Executive Director, Jeff Cann, Finance Director & Erica Duffy, Development Director

Excused: Mary Sue Cline

1. Meeting called to order 7:03 pm.
2. Feasibility Study overview provided by David Goettler. Goettler offered an overview of the study conducted and methodology. He held 34 interviews with 51 people; over 70 people were involved.
  - a. Findings: Dynamic, evolving
    - i. The project is worthy of philanthropic support. The study found that Adams County involves many different philanthropic markets.
    - ii. We haven't involved enough constituents in the library plans. More want say/input into where the library will be built and what it will look like.
      1. Focused and deliberate donor cultivation moving forward when we promote and plan our campaign.
      2. Many people prefer the current building - location and appearance
    - iii. Worthwhile project?
      1. Community needs to know why we need to move.
      2. Concerns were expressed as to whether we have the right site.
      3. Focus on informing the community on the state of the library.
    - iv. Do we have a state of support?
      1. Library leaders need to inform better for why we need new space
      2. How do we convey new library services?
      3. Quantify the need of a modern library
    - v. Do we have sufficient financial resources?
      1. Yes, but we weren't able to identify specific sources of giving.
    - vi. Unable to identify volunteer leadership team through interviews
    - vii. Pacesetter leadership gifts: some donations have been made, but none at a level where \$16mil is attainable at this moment.
    - viii. Schwartz asked how can we emulate ACHS fundraising when that was a nationwide campaign?
      1. Individual meetings, promoting family legacies
      2. Establish, through giving, legacy of giving

3. Sharing why people should invest and how it will impact the community
4. Follow-up question from Schwartz: How do you see us meeting \$16mil?
  - a. Lead gift of \$3 million
  - b. Top 10-15 gifts should be 60% of goal
5. Follow-up question from Schwartz: What's involved with this type of fundraising effort re: people?
  - a. We cannot hire, we will succeed through volunteering - active Board role both as donors and as advocates.
  - b. Identifying donors, beginning relationships with people to attract donors and support.
  - c. Shared community involvement in planning process.
- ix. Pratt asked References report - wealth exists in county, wondered if that was based on data, or opinions?
  1. Goettler suggested encouraging giving to patron's branches.
    - a. Majority of large donors will be Gettysburg patrons.
    - b. Previous study quoted by interviewee; no names identified for big gifts
  2. Pratt follow up question regarding leadership: How many people were asked about taking a leadership role?
    - a. Discussion mentioned with all interviewees.
- x. Goettler left conversation at 7:25 pm.
- b. Further discussion
  - i. Bertram: "Nothing to sink our teeth into."
    1. No data, nothing specific, more general summaries
    2. Study failed to provide actionable steps.
- c. Gillis asked for thoughts on next steps
  - i. Heidecker suggested that we need to show people a plan and something more specific about what we are trying to do. The current plan is too vague for non-library users right now.
  - ii. Gillis suggested restart from the beginning with public relations and getting more buy-in from the community. We need to explain why we need new building and what's wrong with this building. We need to move forward with new building, we have to move, but we probably are looking at a longer campaign.
  - iii. Schumann suggested that most people don't understand about where libraries are going. We need to make that case so people get a better grasp of what we can provide. We should focus on a vision and possibilities for services.
- d. Gillis asked what can we do in a library that no one's done before? What could be different, exciting, innovative?
  - i. Bertram suggested asking community: what are we lacking? Or a more global question: what does the community need?
- e. Kushner stated that Goettler's suggestion that donors should donate to individual branches is complex. There are several issues at play here: this building looks good, but inside most people don't understand issues; the building is a library

and a headquarters which means different needs. Dual focus with new facilities. Message needs to be clarified for people who don't understand the problems with this facility.

- i. Kushner mentioned that the gift to train station in paper recently was a estate gift.
- f. Gillis asked if something that might help public buy-in would be by sharing what's happening with the current building?
  - i. Kushner concurs that it would help develop a multi-layered plan.
  - ii. Would help knowing how much we'd get for building.
- g. Ensor brought up cost of staying in this building. To meet code, building would need to be gutted. Maybe \$2mil less than new building proposal.
- h. Pratt suggested that the report had good messages on communication and marketing.
  - i. Perplexed by report on diminished board support? Wonders if it would be a good idea to discuss collective group support. Was under impression when joined board that support was universal. Discussion prior to vote is appropriate; board needs to be supportive of vote.
- i. Heidecker suggested that rebranding the plan to ACLS headquarters is a good one. Processing, admin, etc. must come from headquarters. Developing the library headquarters could be promoted to community. This is why we need more/better facilities. We also need to know why board members aren't on board. We need to get them on board with the project.
- j. Gillis suggested asking patrons of other branches to support services/projects at home branch, this will save money for capital campaign. Be aware of donor preferences.
- k. Gillis recapped the discussion: we need more input from board, staff, and community to help us decide what's going to be in the new building. A board retreat, staff input from Miranda, etc. Then we need a design for the new building, what will happen with this building, continuing with dividing of land and township issues.
- l. Williams asked if large givers have been identified, have we considered how long it will take to get the major gifts? How effective will we get donors without other pieces? Get large donors involved with the process at each step.
- m. Ensor responded that donors want to see progress.
- n. Kushner suggestion that if we don't have 100% of the Board enthusiastically supporting the project, then we have issues. We need a retreat for engagement, support, willingness to be involved and on board.
- o. Rice asked if we should we form the campaign committee?
- p. Boehne stated that we have action items, but who will be responsible for them? Discussion ensued. Executive Committee will retain leadership for now.
  - i. Board retreat will be planned by the Executive Committee.
  - ii. Staff input will be sought by Wisor and Gillis.
  - iii. Community input will be sought by a Marketing committee under P&D. Discussion ensued. No decision made.
  - iv. Buyer for this building will be sought by the Building Committee.
- q. Pratt offered to work on small group events.

- i. Goettler recommended a Planning Committee before the Campaign Committee.
  - r. Gillis asked for volunteers for marketing and planning committee to make sure that we have enough help.
    - i. Schumann asked if Associate Trustees can be on committees?
    - ii. Whaley asked for clarification on what the planning committee will be responsible for.
    - iii. Perhaps exec could keep responsibilities for planning committee until that's up and running.
    - iv. Arthur offered a reminder about estate giving and legacy giving. Where are we with current giving?
    - v. Ramsey suggested that there is an important difference between telling donors what we have in mind and asking them for input. Ask, then go back with what we are thinking about, etc. Systematic approach is key for communication.
    - vi. Pratt asked about the building use study done in 2020? Where is it located? On shared drive.
  - s. Boyer moved that the committee move from the discussion. Williams seconded. Motion passed.
- 3. Board Approval of Board Minutes
  - a. Motion made by Jessica, seconded by Julie. Motion passed.
- 4. York/Adams District Update
  - a. Wisor shared that John Miller, acting district coordinator, will attend the August Board meeting and will provide brief Board training related to a topic from our current Strategic Plan.
  - b. The District Coordinator position has been reposted with a modest increase to the salary range listed.
  - c. Guthrie Library in Hanover is currently in negotiations to join the York County Library System. The library board and YCL are currently negotiating the MOU that will affect the change. Hanover Borough is expected to retain ownership of the building.
  - d. When the change occurs, York County will retain 4 district votes. Adams County currently has 1 district vote.
- 5. Committee Reports
  - a. Heidi reminded board of First Year Walk at Gettysburg College - keep in mind for travel and parking for August board meeting
  - b. Ad/Ops: Kobbe shared that there are two policies in the board packet for review. An Internal Display Policy and Room Use Policy. Both were developed with Wisor's help.
  - c. P/D: Ramsey reported that the committee met on July 12, reviewed a draft on gift acceptances where members made helpful suggestions that will be added to 2nd draft. The committee plans to bring the policy to the full board soon.
  - d. Executive: Gillis shared that she has received questions about community members on board committees and whether or not they can vote. The answer is yes. Gillis offered a recap of the Board Reunion event. Gillis reported that she, Wisor, and Jeff Cann recently met with county commissioners. The discussion was very positive about library as a whole. They encouraged us to reach out on

- building updates and use their grant consultants on state grants. Wisor is talking to them regularly. Commissioner Qually sent information about a potential grant.
- e. Finance: Rice reported that the committee met in June but had no meeting in July. Cann and SEK completed audit and report went smoothly. Later in the meeting, the Board talking about East Berlin rental property.
    - i. Cann received 990 draft and offered an overview of the process for completing it. Encouraged everyone to look at report and reach out to him if any changes are needed.
    - ii. Profit & Loss report nothing of note, several notes on report. Reach out with questions.
    - iii. Gillis reminded that in July, the Board is supposed to review the board designated fund. \$8,802 is left in board designated fund. She asked if we want to do something with it. Intent is for staff rewards, but can be used for anything.
    - iv. Rahman asked what we normally do with the funds. Puhl shared that funds are typically in support of members who have left board. Puhl suggested using it for retreat.
  - f. Building: Cline was unavailable; most of committee work was presentation by Goettler. Gillis shared borough planning meeting resulted in conditional approval of subdivision. There are 3 things to do before full approval in future.
    - i. RFP for archaeology study. Would prefer to wait for design of building. May flip order of processes. Several want this. No one has sent back a price.
    - ii. Ensor shared that the state preservation office requires the study.
    - iii. Puhl expressed concern that there are lots of things in the air. Deadline with Seminary; archaeology study complete. Whaley suggested that we can waive that condition. Gillis shared that they can't tell us we can't build it.
    - iv. Wisor clarified that firms have responded if we do it now, we may have to do it again. The responses to the RFP are due in two weeks.
  - g. Executive Director report
    - i. Since the written report, Duffy and I also had the opportunity to meet with Senator John Fetterman's aide and State Representative Torren Ecker. Of the legislators that we've met with, all have expressed interest and a willingness to support the library system's initiative in pursuing a purposefully built library in Gettysburg. We will be meeting with State Representative Dan Moul next week.
    - ii. Library of Things is moving forward. Circulating new and varied material formats presents unique challenges for the collection. Our Technical Services Director and Public Services Director have finalized collection organization planning. We're on track to introduce the new collection by late August or early September.
    - iii. The library has been exploring our reach outside of Adams County. We know that a number of our active card holders are from zip codes not in Adams County. I encourage you to visit the maps on 1st or 2nd floor where we are inviting visitors to the Gettysburg Library to "stick a pin" in the area they are from. We are beginning to gather this data to leverage

for additional partnerships, marketing opportunities, and to be able to further demonstrate the library's support of the local tourist economy.

- iv. We have requested 11 spaces from Presbyterian Church to accommodate paid library staff at an annual cost to the library of \$4,620. We anticipate a response by the end of August after the church's parking committee meets again. We also anticipate that this parking restriction will impact library volunteers, FOL members, library patrons.
- v. Tickets for our VIP Event with One Book author Peng Shepherd will go on sale Friday, August 16<sup>th</sup>. The event will be held on October 4<sup>th</sup> beginning at 6pm.
- vi. Also in October, ACLS is partnering with the Adams County Community Foundation to host Non-Profit Information Sessions (lunch & learn sessions) for organizations to be featured in this year's Giving Spree on November 7<sup>th</sup>. Sessions will run at the Gettysburg Library every Wednesday from October 2<sup>nd</sup> through November 6<sup>th</sup>. Additional sessions will occur every Thursday in October at other library locations throughout the county.

#### h. Friends

- i. Adams County Friends are holding their annual book sale and shared a written report. Great response from Gburg Times article, many new volunteers joined as a result.
- ii. Littlestown Friends are working on float for Good Ole Days. They are set up to give free children's book
- iii. East Berlin Friends – no report
- iv. Harbaugh-Thomas – no report

#### 6. Old business

- a. Motion made by the Executive Committee to accept updated Board Manual wording regarding community members on committees. Ramsey seconded.
  - i. Discussion ensued.
  - ii. Motion passed.
- b. Strategic Plan quarter 2: in Board packet with carryovers from previous quarters. Review soon. Gillis requests updates at next Board meeting.
- c. Confidentiality agreement, code of conduct, conflict of interest
  - i. Gillis reminded board members to send their signed documents to Wanda Reigle
- d. Board reunion event
  - i. Gillis asked if there was any feedback to offer. She would like to use the event as a model for small groups and future events.
  - ii. Boehne-Miele thanked the committee.
- e. Meeting Room and Display Policies presented for consideration by Ad/Ops Committee
  - i. Wisor shared that there had been a display challenged in the previous month. Patron had challenged visibility of items selected for display but not their inclusion in the library collection. Created policy to make clear how displays are created and put together. Gillis offered to board members the opportunity to read complainant's letter.

- f. Board Retreat
  - i. Boyer shared that a retreat is planned for a Saturday in the fall.
  - ii. The retreat will hold a dual purpose: educational (what's happening with real estate, building, etc); financial: we need to be on the same page.
    - 1. Workshop is other focus. What is our vision? Develop tangible next steps, etc. Look for email from Gillis or Boyer to evaluate availability. More info to come.
    - 2. Gillis thanked Boyer for coming up with the idea. Appreciates initiative.
- Mission Moment :
  - Schwartz shared that his wife belongs to an art group, in which a person is a Littlestown patron, commented to his wife that she appreciates the Littlestown staff. They seem to recognize when she's coming in and they open the door and assist her due to mobility issues.
  - Duffy shared that she was stopped on her way to a Rotary meeting while wearing her library nametag. Kids were raising money and waved her down. One of the kids ran back with wallet to show library card.
- Gillis provided an overview about Executive sessions.
  - Motion to enter executive session made by Boyer, Ramsey seconded, motion passed
- Exec session began at 8:31 pm
  - Motion to leave Executive Session – Boyer made the motion, Ramsey seconded, motion passed
  - Rice made the motion to offer to sell the rental property in East Berlin, Boyer seconded, motion passed.
- Motion to adjourn made by Boyer, seconded by Ramsey, motion passed.

Recorded by:

Kara Boehne-Miele, Secretary

The next Board Meeting will be August 22, 2024 at 7 pm at the Gettysburg Library.