

May 8, 2025 7:00 p.m.

AGENDA

CALL TO ORDER

PUBLIC EXPRESSION

ENDOWMENT REPORT Laura Dealy & Robert Papelian, Manning & Napier

MARCH 2025 MINUTES

LIBRARY DIRECTOR'S REPORT

TREASURER'S REPORT

COMMITTEE REPORTS

- Finance Committee
- Building & Grounds Committee
- Fundraising Committee

UNFINISHED BUSINESS

- Building Insurance/ D&O Insurance
- Jones Estate

NEW BUSINESS

- Trustee Elections

PUBLIC EXPRESSION

ADJOURN

Patterson Library Board Meeting
March 13, 2025

Present: Christopher R., Joe S., Laura S., Joan C., Steve R., Carolyn T., Jennifer J., Barb K., Megan H.

Zoom: Kathy R., Pete R., Carl V.

President Jennifer Johnson called the meeting to order at 7 pm.

Public Comment: Joan spoke about the art mural that will be installed in the Village this August/September. Public comment is being solicited.

Minutes from the January 2025 meeting we accepted for filing

Director's report given by Megan. Bullet points include the following:

- The Library Annual Report has been submitted
- Community information sheets are being worked on and will target specific groups
- Elevator upgrade Final Report has been approved
- No further issues with the fire alarm
- Great attendance at youth programs
- Cooking with Jim is very well attended
- Patterson After Dark tickets are now available
- Volunteer Recognition reception is April 10, noon

Finance Treasurer's report. The second check from the Employee Retention Credit has been received, bringing the total to \$25,000. Will not do an endowment draw this quarter. \$13,000 has been received for Patterson Society Membership. Further discussion on insurance will be taking place. More information needed about an Auditor as our current contract will be expiring.

Branding Committee will be holding a meeting on the 25th of March.

Building and Grounds: The piano bench is here. Carpeting on the second floor is being installed. Still waiting for Pucci to install carpet on the stairway.

Fundraising: Carolyn and Joe are working on the Auction. Plans to include baskets put together by Board Members. Patterson After Dark tickets were distributed to those present.

Nominating Committee: New officers and at least one board member will be voted on at the May meeting.

Jones Estate: Pete H. is the administrator. The process is progressing smoothly.

Policies: Joan brought policies for discussion—The Gift Acceptance Policy and the Materials and Collection Development Policy. Joan made the motion to accept the 2 policies, seconded by Joe. All approved. Bylaws Amendment proposed. To have the Vice President of the Board be the chair of the Policy Committee. Will be discussed and voted on at the May meeting.

Meeting adjourned at 8:23 pm

Submitted by Barbara Kittle

Director's Report

Megan Hegna

Patterson Library

Prepared for Board of Trustee's Meeting on May 8, 2025

Administrative News

- Customized Management Solutions had a first meeting with the **Branding Committee**. A Brand Assessment Report is in the Meeting Packet. A branding workshop is scheduled for May 20th.
- The **Village Board** had to make many cuts to its 2025-26 budget to keep the increase to the tax rate to a minimum. The decision was made to reduce the budget for the library to \$37,500. However, the Board chose to use \$3,500 from the fund balance to make up the difference and provide us with the total \$41,000 requested. The cut to \$37,500 will go into effect in 2026-27. The fund balance is intended to give a one-year notice that our budget will be reduced in the future.
- At the recommendation of the Finance Committee, Ed Bysiek has been retained as our **auditor** for FY2024 at a single-year rate of \$7,500. The audit is in process.
- **Notable deposits:** Federal Employee Retention Credit of \$35,201.26 (payment 3 of 4); Gift from Joan Caruso \$10,000; Gift from Sandra Hurd and Joel Potash \$6,500; IRA account direct beneficiary from Juliana Jones \$26,893.53, Western New York Foundation Grant (discretionary from Jennifer Johnson) \$5,000.
- **Tariff increases** will be affecting book deliveries due to changing terms with publishers. This is anticipated to especially delay and increase prices for books with color illustrations.

Facility News

- On April 11, Pucci's installed carpet on the stairs. The Hands have finished carpeting the remainder of the library. Flynn Battaglia Architects quoted us over \$50,000 to shorten our non-fiction bookshelves on the mezzanine level. A big thank you to all the Hands who helped increase our ADA accessibility in addition to saving funds while **compressing the bookshelves and installing the carpet**.
- RE Kelley began work on our New York State Construction Grant funded project (covering 75% of the cost.) They are working on multiple areas of the building. In the front they will be fixing broken marble stones on the staircase, the front cheekwalls, and the upper parapet. They will be **repointing**-- removing the old mortar in between the bricks or marble and replacing it. Areas will include the north side of the original library (the side by the wheelchair door), the front, and the south side of the library (the side by the double staff doors). The north and south sides of the building will also be getting a water repellent coating. When working on the front of the library they intend to work one side at a time to minimize access issues. The project is anticipated to be at least six weeks long.
- CCLS (Chautauqua Cattaraugus Library System) was awarded grant money to provide **feminine hygiene products** free of cost to member libraries. Our distribution box is located in the basement women's restroom.

- A dramatic increase in 'bot attacks' on websites in an attempt to slow or stop them caused **issues for our KOHA catalog** and circulation system for short periods over a couple days in April. Since our catalog is attached to the eBook app Libby, there have been longer periods where that service was unavailable for patrons. Patron issues seem to have cleared, but staff have still noticed occasional slowness of service.

Programming News

Youth Services—V. Thomas

- The Children's Department hosted two well-attended Easter programs, with nearly 200 participants at one and approximately 160 at the other. A major highlight was our chick-hatching project—families observed the incubation process over three weeks, followed by a week of hands-on interaction as the chicks grew.
- Over 19 storytimes, we reached 483 young readers. Storytime themes included: St. Patrick's Day, a musical session featuring an oboe player from SUNY Fredonia, Composting, Ag Day with a guest from Cornell Cooperative Extension, and Earth Day, where children planted seeds in recycled milk jugs.
- Looking ahead, we're excited to launch our **Summer Reading Program: Color Our World!** This year's program runs from **July 2nd through August 11th** and promises to be a vibrant, enriching, and busy summer for our young patrons.

Adult Services—N. N. Ensign

Patterson Library remains a popular venue for authors and artists to share their work.

Author Visits are booking for the month of November. Artists and gallery exhibitions are scheduling into the year 2028. A seven class art series is in the works for this summer and fall.

March

March 3- Monthly Workshop-Return of Culinary Creations - 8 attending

March 4 - Best Sellers Book Club- Knife: Meditations After an Attempted Murder by Salman Rushdie, 6 attending

March 4,11,18,25, - Cozy Crafters, a weekly gathering of fiber artists with 8 to 12 patrons. Saturday workshop on March 22 with 5 attending.

March 18 Cooking with Chef Jim -25 attending

March 19- The Mystery Book Club read The Windsor Knot by SJ Bennett with our 6 patrons

March 21- Octagon Gallery reception with Fredonia potter, Lisa Eppolito, with over 40 patrons

March 27-Fredonia author visit with Catherine D'Augustino, with 15 patrons

April

April 1 Best Sellers- First Ladies by Marie Benedict- 6 attending

April 1- Culinary Creations- 6 attending

April 1,8,15,22,29- Cozy Crafters Weekly Group -10 attending

April 10-Volunteer Luncheon-25 volunteers and staff

April 16- Mystery Book Club- The Golden Spoon, 5 attending

April 16- Author Deb Madar and audio narrator Kathryn Richmond for Braided Lies

April 17- SUNY Fredonia Music students - 8 students, 10 patrons

April 22- Cooking with Chef Jim- Easy Appetizers, 23 patrons

April 25- "Russell Welch and Friends with Mark Meleen"- a Westfield Revisited Exhibition including 40 works with 35 patrons attending the opening.

April 26- Cozy Crafters Workshop with Deb Puckhaber, with 6 patrons

Advocacy News

Pres. Trump signed an executive order to close the **IMLS (Institute of Museum and Library Services)**. The IMLS is the only federal source of library funding and accounts for \$8.1 million of New York State's \$295 million library funding budget. The majority of that funding goes to the DLD (Department of Library Development) and the New York State Library. We are likely to see cuts to the DLD which will mean longer delays for operating and construction aid, charters and governance, professional development and training, Ready to Read program, and the cooperative Summer Reading program. As of 5/6/2025 the closure has been temporarily halted, but it is not expected to be permanent. Your continued support is needed.

Save the Date

Volunteers requested for the **Summer Reading Program Closing Bash on August 11th**. Special need for hot dog grillers!

By the Numbers:

	March 2025	March 2024	March 2023	March 2022
Adult Book Circulation	815	803	819	678
Children's Book Circulation	1088	1125	757	649
Downloadable/Streaming	453	400	405	445
Other Circulation	769	659	932	458
All Items Circulation	3125	2987	2913	2230
Visits	3216	2583	1426	1185*
Reference Questions	155	85	57	50

	April 2025	April 2024	April 2023	April 2022
Adult Book Circulation	808	817	692	717
Children's Book Circulation	1267	1059	805	505
Downloadable/Streaming	496	455	435	405
Other Circulation	1063	718	960	496
All Items Circulation	3634	3049	2892	2120
Visits	3671	3032	1484	2200
Reference Questions	234	143	~50	35

**Number is an estimate. Door counters installed in mid-March 2022.*

Patterson Library Profit & Loss Budget vs. Actual January through April 2025

	<u>Jan - Apr 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Ordinary Income/Expense			
Income			
Community Bank Income	990.30		
Lake Shore Savings Income			
Lake Shore Savings Interest	42.68		
Total Lake Shore Savings Income	<u>42.68</u>		
Operating Income			
Local Funding_11.2			
Town of Westfield_11.1	12,000.00	47,000.00	-35,000.00
Village of Westfield_11.1	10,000.00	40,000.00	-30,000.00
WACS_11.1	0.00	11,000.00	-11,000.00
Total Local Funding_11.2	<u>22,000.00</u>	<u>98,000.00</u>	<u>-76,000.00</u>
CCLS Funding_11.8			
State Aid (LLSA)_11.3	215.10	2,000.00	-1,784.90
CCLS Grants_11.7	1,899.25	7,000.00	-5,100.75
Total CCLS Funding_11.8	<u>2,114.35</u>	<u>9,000.00</u>	<u>-6,885.65</u>
Other Federal Aid_11.12	48,222.04		
Private Funding_11.14			
Unrestricted			
General Gifts & Memorials_11.14	18,691.72	23,000.00	-4,308.28
Total Unrestricted	<u>18,691.72</u>	<u>23,000.00</u>	<u>-4,308.28</u>
Art and Archives	65.00		
Program Funding	0.00	800.00	-800.00
Total Private Funding_11.14	<u>18,756.72</u>	<u>23,800.00</u>	<u>-5,043.28</u>
Earned Income			
ILL_11.18	4.00		
Merchandise Sales_11.18	11.50	400.00	-388.50
Book & Equipment Sales_11.18	137.13	2,000.00	-1,862.87
Fund Raisers_11.15			
Fundraisers_11.15	0.00	16,500.00	-16,500.00
Pat Society memberships_11.15	15,830.00	17,000.00	-1,170.00
Total Fund Raisers_11.15	<u>15,830.00</u>	<u>33,500.00</u>	<u>-17,670.00</u>

Patterson Library Profit & Loss Budget vs. Actual January through April 2025

	<u>Jan - Apr 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Charges_11.17	1,308.48	3,000.00	-1,691.52
Total Earned Income	<u>17,291.11</u>	<u>38,900.00</u>	<u>-21,608.89</u>
Total Operating Income	108,384.22	169,700.00	-61,315.78
Capital Income			
State Construction_13.4	1,930.00	90,806.00	-88,876.00
Capital Gifts_13.2	0.00	1,000.00	-1,000.00
Total Capital Income	<u>1,930.00</u>	<u>91,806.00</u>	<u>-89,876.00</u>
Total Income	<u>111,347.20</u>	<u>261,506.00</u>	<u>-150,158.80</u>
Gross Profit	111,347.20	261,506.00	-150,158.80
Expense			
Operating Expenses_12.32			
Personnel Expenses_12.5	94,913.20	295,102.00	-200,188.80
Library Materials_12.9	12,677.44	32,250.00	-19,572.56
Supplies and Maintenance	22,346.51	67,200.00	-44,853.49
Programs	1,120.02	9,900.00	-8,779.98
Total Operating Expenses_12.32	<u>131,057.17</u>	<u>404,452.00</u>	<u>-273,394.83</u>
Capital Expenses*	<u>6,584.15</u>	<u>304,589.00</u>	<u>-298,004.85</u>
Total Expense	<u>137,641.32</u>	<u>709,041.00</u>	<u>-571,399.68</u>
Net Ordinary Income	-26,294.12	-447,535.00	421,240.88
Other Income/Expense	84,102.01	178,000.00	-93,897.99
Net Income	<u><u>57,807.89</u></u>	<u><u>-269,535.00</u></u>	<u><u>327,342.89</u></u>

Endowment Activity

*Capital Expenses includes
 NYS CG FY2023 (repointing and masonry) \$167,589
 NYS CG FY2024 (heating upgrades) \$85,000
 General Construction \$4,000
 Construction Supplies \$4,000
 Computers \$4,000
 (\$40,000 non-adjusted from March budget amendment)
 [noted for change, MH]

Patterson Library
Cash & Endowments

As of April 30, 2025
Apr 30, 25

ASSETS

Current Assets

Checking/Savings

Community Bank CD	101,656.02
Lake Shore Bank Accounts	
Lake Shore Money Market	86,867.62
Lake Shore Checking	<u>707.61</u>
Total Lake Shore Bank Accounts	87,575.23
Community Bank Operating Fund	58,869.76
Cash on hand	<u>233.87</u>

Total Checking/Savings 248,334.88

Other Current Assets

Investment Accounts

Charles Schwab Investment Acct	4,623,378.05
Dieffenbach Kappler Fund	<u>91,428.97</u>

Total Investment Accounts 4,714,807.02

Total Other Current Assets 4,714,807.02

Total Current Assets 4,963,141.90

TOTAL ASSETS 4,963,141.90

LIABILITIES & EQUITY 0.00

April 28, 2025

PATTERSON LIBRARY BRAND ASSESSMENT REPORT

CUSTOMIZED
MANAGEMENT
STRATEGIES

Delana Rupp
Customized Management Strategies

Stephanie P. Bussman
S.P. Bussman Design

Patterson Library Brand Assessment

Introduction

Organizations that take the time and make the commitment necessary to go through the process of conducting a professional review of their marketing and branding practices, as well as developing guidelines and templates for these endeavors, will see the benefits as evidenced by the response and support from the community, both through utilization and donations.

Since 1908, Patterson Library has served as a beloved cornerstone of Westfield, New York. A beacon of learning, culture, and community, the library has become a cherished destination for generations. Recognizing the need to elevate its public presence while honoring its historic roots, the library's trustees and staff have embarked on a comprehensive brand revitalization effort.

To guide this important initiative, Patterson Library engaged **Customized Management Strategies (CMS)**. The CMS team—Delana Rupp (Marketing & Project Management Specialist) and Stephanie P. Bussman (Graphic Designer & Communications Strategist)—was tasked with reviewing current branding and marketing efforts and developing tools for a more cohesive and engaging visual identity.

This project spans a six-month period, from **March to September 2025**, and includes:

- A comprehensive review of print, digital, and social marketing materials
- A branding workshop to identify the library's core identity
- Development of a brand style guide and marketing templates for internal use

The ultimate goal: create a brand that reflects the library's values, resonates with the community, and is easy for staff to maintain across all channels.

Summary of Discovery

Through meetings with the Branding Committee and a thorough review of past and present materials, CMS identified key cultural elements and aspirations central to the Patterson Library brand.

Core Values Identified

- **Legacy & Preservation:** Deep respect for the historic building, its architecture, and grounds
- **Community Hub:** A destination and safe space for all ages—"It's worth the trip"
- **Premium Experience:** High-quality service and programming; positioning as a premier institution

- **Stewardship:** Passion for the “grand old lady” and a sense of duty to preserve her legacy
 - **Paying It Forward:** A commitment to serve the next generation of readers and learners
-

Committee Feedback: Insights & Aspirations

- Patterson name is well known and trusted locally
 - Strong emotional connection to the building and history
 - Importance of balancing playful and traditional tones
 - Preference for clean, professional design with room for warmth and approachability
 - Legacy aesthetics preferred over cartoonish styles
 - Successful collateral includes Discover Art piece, Patterson Society brochure, Kids Auction flyer
 - Strong color associations: gold, sandstone, cream, and taupe; green for children’s programming
 - Need for better engagement from teens and middle-aged adults with no children
 - High emotional investment among staff: “The library is my love,” “Community is family”
-

CMS Observations: Audit Highlights

Strengths

- The Patterson name and building are highly recognizable in the community
- The most effective materials, (Discover Art rack card, Annual Report) beautifully showcase the library’s architecture and include all essential elements: logo, contact, QR codes
- Children’s programming uses vibrant, appropriate color schemes
- The monogrammed doorknob, architecture and gardens are highly marketable assets

Weaknesses

- Inconsistent visual elements: Multiple font styles, color palettes, and layout structures
 - Missing essential info on some pieces: logo, contact details, social links
 - Visual tone varies: some designs are overly loud, others too subdued
 - Gallery logo lacks clarity and brand alignment
 - Use of bubbly fonts, cartoon clip art, harsh neon or other trendy color tones don’t portray the desired visual tone of the library.
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Brand Strategy Overview

Core Brand Pillars

1. **Legacy & Preservation**
 - Historic architecture, traditions, and values
 - “Caregiver to the grand old lady”
2. **Community & Inclusivity**
 - Welcoming for all ages and backgrounds
 - Family-centric, deeply rooted in Westfield
3. **Excellence & Experience**
 - A “premium library” worth visiting
 - Consistent, high-quality design and service
4. **Discovery & Enrichment**
 - Lifelong learning, creativity, cultural experiences
 - “Open the door to intellectual curiosity”

Supporting Brand Values

- **Approachability & Accessibility:** Warm, friendly, and easy to navigate
 - **Consistency & Professionalism:** Unified design templates for internal use
 - **Multi-Generational Engagement:** Programming for all life stages
 - **Art & Cultural Identity:** Celebrate art, music, creativity, and heritage
 - **Emotional Connection & Stewardship:** Staff pride, storytelling, deep care for community
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Design & Communication Recommendations

- **Tone:** Timeless, clean, classic — friendly and approachable, but not cartoony
- **Typography:** An inviting mix of classic serifs paired with a crisp, modern sans-serif
- **Imagery:** Use more authentic photos of the space, fewer clip-art templates. When illustrations are required, lean toward vintage-inspired, hand-drawn illustrations. With care, these period-appropriate drawings can convey warmth and approachability without feeling overly formal or old-fashioned.
- **Iconography:** Consider integrating the monogram, doorknob and/or red sculpture into sub-marks. Possibly use sub-marks to define programming within the Patterson brand.
- **Color Palette:** Warm, neutral colors such as cream, sandstone, or soft taupe will serve as the base color throughout. Work from a limited palette of accent colors to strategically promote a variety of programming.
- **Consistency:** All program areas follow a set style that falls within the main Patterson brand and are differentiated by using unique color combinations and imagery. (Gallery, Children’s Room, Events)

- **Domain:** Explore shorter domain names for improved memorability, ease of use
 - **Clarity:** Work toward more succinct messaging: simplify, shorten text in all collateral — direct to website to learn more in depth.
 - **Visuals:** Leverage photos on the website to draw more visitors and/or donors
 - **Elevate:** Some printed collateral may incorporate a subtle gold leaf element. This would be special use only, likely directed at donors.
 - **Balance:** Work toward a visual presence that honors the past while inspiring the future; is friendly, safe and welcoming while also being consistently upscale.
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Next Steps

The next critical phase of this project will be a **Branding Workshop** with Patterson Library's Branding Committee. The workshop will review, validate, and refine the core brand pillars and supporting values.

Workshop Goals

- Confirm alignment around the **Core Brand Pillars** and **Supporting Brand Values**
- Gather direct feedback from key stakeholders
- Begin shaping how these brand elements translate visually and verbally in marketing materials

Following the workshop, information will be applied to the Patterson style guide with defined fonts, color palette, iconography, and photography standards. Templates for brochures, flyers, posters, social media, and email newsletters will be completed following approval of the brand guide.

Conclusion

The Patterson Library is more than a library—it is a treasured piece of Westfield's history and a vital part of its future. Through this brand assessment, CMS has identified opportunities to strengthen the library's identity while preserving the warmth and legacy that make it so beloved.

By refining its brand and improving its marketing tools, Patterson Library is poised to deepen its community impact, engage new generations, and ensure that it remains a welcoming, inspiring destination for years to come.

CMS is honored to support this vision and looks forward to continuing this collaboration.

The Law Office of Stephanie Adams, PLLC

Stephanie A. Adams, Member
Samantha I.V. White, Of Counsel

Kelly E. Coughlin, Of Counsel

Stuart B. Shapiro, Of Counsel



TO: Patterson Library Board of Trustees, Director

FROM: Stephanie A. Adams, Esq. and Kelly Coughlin, Esq.

RE: Board Update Memo regarding the Jones Estate
INTENDED FOR INCLUSION IN BOARD PACKET
NO WAIVER OF ATTORNEY-CLIENT PRIVILEGE IMPLIED

DATE: May 1, 2025

To the Board and the Director:

Greetings and happy Spring!

This is the fourth update memo on the progress of the Jones Estate, for inclusion in the board minutes.

The purpose of this memo is to update both the board and any member of the public who desires information on the bequest to the Library.

Background

Juliana Jones was a volunteer at the library whose will listed the library as her sole beneficiary. Ms. Jones died on June 3, 2024.

Because Ms. Jones did have family that would be her natural heirs, and because charitable bequests are overseen by the New York State Attorney General (“AG”), the Library has connected with both the family and the AG to carefully have the will evaluated through the probate process. At the end of the at process, whatever the court and AGE determine to be the proper disposition shall be made.

Attorney Kelly Coughlin, of counsel to my office and experienced with both wills and real estate, has been retained to handle the estate. I am providing these bi-monthly updates, so a record of the process is available on your publicly posted board minutes. These reports can also be shared with any member of the public who has questions.

Current Status

The estate has been filed with Chautauqua County Surrogate’s Court (File No. 2024-903/A). Letters of Administration have been issued, and George (Pete) Holt has been named Administrator. NOTE: Mr. Holt, who is a library trustee, has declined compensation for this service.



Mr. Holt is getting the house ready to sell, has paid off the mortgage, and is selling the car. The preparation for sale is progressing as is typical.

And that is the update through May 1, 2025.

The next update will be sent a week prior to the July board meeting.

Very truly yours,

Stephanie A. Adams, Esq.