FLOWER MEMORIAL LIBRARY
BOARD OF TRUSTEES
4:00 pm, Tuesday, September 10, 2024
AGENDA

ITEM	ACTION	
Call to Order & Introduction of Guests	Greetings	Mrs. Evans
Privilege of the Floor		
Approval of Minutes: August 13	Official Action	Trustees
Approval of Consolidated Expenses	Official Action	Trustees
President's Report		Mrs. Evans
Treasurer's Reports	Official Action	Mr. DiFabion
Director's Report		Mrs. Renzi-Falge
Committee Reports		
Building & Grounds		Mr. Caughlin
Finance/Investment		Mr. DiFabion
Friends of the Library		Ms. Gorman
Liaison Report		Mrs. Evans
Policy		Mrs. Weldon

Old Business
- Motion to Approve new wording for Board bylaws

New Business
- Motion to Nominate Dawn Cole to the North Country Library System Board of Trustees
- Discussion about residency requirements for trustees

Review of Tasks and Projects	Trustees
Motion for Adjournment	Trustees

Consolidated Expenses
August, 2024

	Board	City	Total Expenses
Salaries	$ -	$ 80,487.30	$ 80,487.30
Overtime	$ -	$ 157.24	$ 157.24
Other Employee Expenses	$ -	$ 6,495.39	$ 6,495.39
Total	**$ -**	**$ 87,139.93**	**$ 87,139.93**
Adult Fiction	$ 873.41	$ -	$ 873.41
Adult Graphic Novels	$ 338.24	$ -	$ 338.24
Adult Nonfiction	$ 2,735.00	$ -	$ 2,735.00
Adult Audio Books	$ -	$ -	$ -
Adult DVD's	$ -	$ -	$ -
Adult Programs	$ -	$ -	$ -
Teen Books	$ 12.74	$ -	$ 12.74
Teen Audio Books	$ -	$ -	$ -
Program Supplies	$ 179.34	$ -	$ 179.34
Music CD's	$ -	$ -	$ -
Large Print	$ 389.22	$ -	$ 389.22
Children's Books	$ 319.55	$ 1,255.14	$ 1,574.69
Children's DVD's	$ -	$ -	$ -
Promotional Materials	$ -	$ -	$ -
Magazines/Newspapers	$ -	$ -	$ -
Lost & Damaged Replacements	$ -	$ -	$ -
Event Expenses	$ -	$ -	$ -
Office & Library Materials	$ -	$ 489.20	$ 489.20
Computer Expenses/Online Database	$ 796.00	$ -	$ 796.00
Membership Dues	$ -	$ -	$ -
Accounting/Professional Fees	$ 572.50	$ -	$ 572.50
Grant/Donation Expenditures	$ 695.95	$ -	$ 695.95
NNYLN Tech Grant	$ -	$ -	$ -
Ebooks	$ -	$ -	$ -
Bank & Credit Card Charges	$ -	$ -	$ -
Contracted Services	$ 559.10	$ 916.06	$ 1,475.16
Security	$ -	$ 10,931.82	$ 10,931.82
Contracted Expenses/NCLS	$ 133.74	$ -	$ 133.74
Furniture/Furnishings	$ -	$ -	$ -
Maintenance Expenses	$ -	$ -	$ -
Postage	$ -	$ -	$ -
Miscellaneous	$ -	$ -	$ -
Insurance	$ -	$ 6,686.50	$ 6,686.50
Utilities	$ -	$ 159.44	$ 159.44
Travel/Training	$ -	$ -	$ -
ATTAIN Lab	$ -	$ -	$ -
Genealogy Expenses (Including Schobel)	$ -	$ -	$ -
Depreciation	$ -	$ -	$ -
Total	**$ 7,604.79**	**$ 20,438.16**	**$ 28,042.95**
		$ -	
Grand Total Expenses	**$ 7,604.79**	**$ 107,578.09**	**$ 115,182.88**

Roswell P. Flower Memorial Library
Bank Account Listing
September 10, 2024

Account	Balance Total	Description
1020 · Statement Savings WSB	99,127.92	Board of Trustees Statement Savings Account
1030 · Checking Account WSB	36,142.84	Board of Trustees Checking Account
1035 · Checking - Paypal WSB	5.00	Paypal Deposit Account
1069 · Carthage S&L - Schobel Checking	380.56	Genealogy Dept. Checking
1099 · Schobel CD 12/28/24	52,419.81	Genealogy Dept. CD
1330 · Otis Woodruff MM Savings WSB	40,385.48	Paintings
1450 · Emma Flower Taylor Bequest	381.04	Certificate of Deposit
1451 · Carthage CD 3/30/26	25,000.34	Certificate of Deposit - Emma Flower Taylor Estate
1490 · Carthage CD 2/28/25	34,697.69	Certificate of Deposit
1491 · Carthage CD 7/29/25	75,000.00	Certificate of Deposit - Library Savings

Roswell P. Flower Memorial Library
Grants & Donations Report (by Class) - All
All Transactions

	Board Designated Funds	Grants	Restricted Donations	Unrestricted Donations	TOTAL
Ordinary Income/Expense					
Income					
6000 · Unrestricted Donations	2,500.00	0.00	0.00	41,437.79	43,937.79
6005 · Restricted Donations	1,070.00	0.00	222,171.00	15,075.00	238,316.00
6010 · Grants	0.00	235,702.59	0.32	0.00	235,702.91
6020 · NCLS CBA Funds	0.00	0.00	10,000.00	0.00	10,000.00
6247 · Returnable Deposits/Refunds	0.00	0.00	0.00	315.00	315.00
Total Income	3,570.00	235,702.59	232,171.32	56,827.79	528,271.70
Gross Profit	3,570.00	235,702.59	232,171.32	56,827.79	528,271.70
Expense					
7010 · Adult Fiction Books	16.03	23.64	71,581.23	0.00	71,620.90
7015 · Adult Graphic Novels	0.00	0.00	5,060.61	0.00	5,060.61
7020 · Adult Audio Books	0.00	0.00	139.79	524.14	663.93
7030 · Adult DVD's & DVD Supplies	0.00	0.00	495.68	0.00	495.68
7035 · Large Print/Smith Fund	0.00	29,017.62	5,834.77	0.00	34,852.39
7040 · Teen Books	0.00	0.00	20.58	0.00	20.58
7060 · Children's Books	0.00	17.58	140.01	0.00	157.59
7240 · Children's Programs	0.00	1,277.97	0.00	0.00	1,277.97
7250 · Program Supplies	0.00	300.00	24,581.00	0.00	24,881.00
7260 · Adult Programs	0.00	218.85	0.00	0.00	218.85
7520 · Computer Exp/Supplies - LLSA	0.00	32,807.46	780.14	0.00	33,587.60
7521 · Office & Library Materials	0.00	94.95	0.00	395.70	490.65
7610 · Grant/Donation Expenditures	999.18	112,311.69	80,746.91	9,883.59	203,941.37
7620 · Construction Grant Expenses	0.00	29,678.10	0.00	0.00	29,678.10
7755 · NCLS Contractual Expenses	0.00	40.00	0.00	0.00	40.00
7760 · Contracted Services	0.00	0.00	0.00	3,476.75	3,476.75
7790 · Building & Grounds	0.00	0.00	0.00	1,951.38	1,951.38
9000 · Contingencies	0.00	0.00	0.00	280.87	280.87
Total Expense	1,015.21	205,787.86	189,380.72	16,512.43	412,696.22
Net Ordinary Income	2,554.79	29,914.73	42,790.60	40,315.36	115,575.48
Net Income	**2,554.79**	**29,914.73**	**42,790.60**	**40,315.36**	**115,575.48**

Roswell P. Flower Memorial Library
Grants & Donations Report (by Class) -Fiscal YTD
July through August 2024

	Grants	Restricted Donations	Unrestricted Donations	TOTAL
Ordinary Income/Expense				
Income				
6000 · Unrestricted Donations	0.00	0.00	14,700.00	14,700.00
6005 · Restricted Donations	0.00	435.00	0.00	435.00
Total Income	0.00	435.00	14,700.00	15,135.00
Gross Profit	0.00	435.00	14,700.00	15,135.00
Expense				
7035 · Large Print/Smith Fund	1,106.85	0.00	0.00	1,106.85
7250 · Program Supplies	0.00	226.39	0.00	226.39
7520 · Computer Exp/Supplies - LLSA	796.00	0.00	0.00	796.00
7610 · Grant/Donation Expenditures	0.00	725.89	0.00	725.89
Total Expense	1,902.85	952.28	0.00	2,855.13
Net Ordinary Income	-1,902.85	-517.28	14,700.00	12,279.87
Net Income	**-1,902.85**	**-517.28**	**14,700.00**	**12,279.87**

Roswell P. Flower Memorial Library
Grants & Donations Report (by Class) - Month
August 2024

	Grants	Restricted Donations	TOTAL
Ordinary Income/Expense			
Expense			
7035 · Large Print/Smith Fund	389.22	0.00	389.22
7250 · Program Supplies	0.00	179.34	179.34
7520 · Computer Exp/Supplies - LLSA	796.00	0.00	796.00
7610 · Grant/Donation Expenditures	0.00	695.95	695.95
Total Expense	1,185.22	875.29	2,060.51
Net Ordinary Income	-1,185.22	-875.29	-2,060.51
Net Income	**-1,185.22**	**-875.29**	**-2,060.51**

Roswell P. Flower Memorial Library
Profit Loss Budget vs. Actual
August 2024

	Aug 24	Budget	% of Budget	Aug 23	Budget	% of Budget
Ordinary Income/Expense						
Income						
6000 · Unrestricted Donations	14,813.53	12,000.00	123.45%	49.35	4,000.00	1.23%
6005 · Restricted Donations	435.00	11,000.00	3.96%	14,950.00	21,000.00	71.19%
6010 · Grants	0.00	13,000.00	0.0%	0.00	13,000.00	0.0%
6015 · School Ballot Funds	2,367.64	75,000.00	3.16%	293.12	75,000.00	0.39%
6020 · NCLS CBA Funds	20,000.00	50,000.00	40.0%	10,000.00	50,000.00	20.0%
6151 · Book Sales	3,521.53	12,000.00	29.35%	4,583.03	12,000.00	38.19%
6240 · Miscellaneous Income	-28.04	500.00	-5.61%	-12.51	500.00	-2.5%
6241 · Internet Copies	816.16	4,500.00	18.14%	721.10	4,500.00	16.02%
6242 · Photocopier/Microprinters	91.40	400.00	22.85%	0.00	400.00	0.0%
6244 · Headsets/Thumb Drives	22.00	100.00	22.0%	42.00	100.00	42.0%
6245 · Lost & Damaged Materials	485.91	1,000.00	48.59%	207.83	1,000.00	20.78%
6247 · Returnable Deposits/Refunds	50.00	0.00	100.0%	-25.00	0.00	100.0%
6250 · Library Promotions	1.00	0.00	100.0%	13.00	0.00	100.0%
6260 · Interest Income	3.48	100.00	3.48%	39.41	100.00	39.41%
6262 · Library Cards	65.20	300.00	21.73%	55.20	300.00	18.4%
6280 · Genealogy Income	0.00	300.00	0.0%	0.00	300.00	0.0%
6998 · Appropriated Fund Balance	0.00	7,900.00	0.0%	0.00	20,900.00	0.0%
Total Income	42,644.81	188,100.00	22.67%	30,916.53	203,100.00	15.22%
Gross Profit	42,644.81	188,100.00	22.67%	30,916.53	203,100.00	15.22%
Expense						
7010 · Adult Fiction Books	1,700.50	12,500.00	13.6%	1,978.13	12,500.00	15.83%
7015 · Adult Graphic Novels	363.98	2,500.00	14.56%	641.06	2,000.00	32.05%
7017 · Non-Fiction CBA	4,780.71	50,000.00	9.56%	1,625.91	50,000.00	3.25%
7020 · Adult Audio Books	124.72	3,250.00	3.84%	344.66	3,250.00	10.61%
7030 · Adult DVD's & Supplies	0.00	3,500.00	0.0%	383.79	3,500.00	10.97%
7035 · Large Print/Smith Fund	1,106.85	4,750.00	23.3%	263.25	4,750.00	5.54%
7040 · Teen Books	393.65	5,000.00	7.87%	872.54	5,000.00	17.45%
7050 · Music CD's	0.00	900.00	0.0%	21.97	900.00	2.44%
7060 · Children's Books	319.55	2,500.00	12.78%	346.93	2,500.00	13.88%
7092 · Children's DVD's	0.00	900.00	0.0%	47.79	900.00	5.31%
7200 · Newspapers & Magazines	394.16	2,000.00	19.71%	394.16	2,000.00	19.71%
7250 · Programs Supplies	226.39	10,000.00	2.26%	440.74	8,000.00	5.51%
7300 · E-Books/NCLS Contractural	0.00	13,000.00	0.0%	0.00	13,000.00	0.0%
7410 · Promotional Materials	0.00	1,000.00	0.0%	0.00	3,000.00	0.0%
7450 · Event Expenses	0.00	1,500.00	0.0%	63.82	1,500.00	4.26%
7520 · Computer Expenses/Supplies-LLSA	796.00	12,500.00	6.37%	0.00	12,500.00	0.0%
7521 · Office & Library Materials	0.00	3,000.00	0.0%	445.38	2,000.00	22.27%
7532 · Membership Dues	308.00	2,500.00	12.32%	52.50	1,000.00	5.25%
7610 · Grant/Donation Expenditures	725.89	20,000.00	3.63%	3,201.09	20,000.00	16.01%
7640 · Accounting/Professional Fees	572.50	20,000.00	2.86%	0.00	30,000.00	0.0%
7650 · Bank & Credit Card Charges	0.00	300.00	0.0%	10.00	300.00	3.33%
7755 · NCLS Contractual Expenses	267.48	2,000.00	13.37%	267.48	2,000.00	13.37%
7760 · Contracted Services	1,124.16	8,500.00	13.23%	216.85	8,500.00	2.55%
7800 · Furniture/Furnishings	0.00	1,000.00	0.0%	0.00	1,000.00	0.0%
8058 · Genealogy/Schobel Expenses	968.58	5,000.00	19.37%	11,433.75	13,000.00	87.95%
6999 - Uncategorized Expenses (Per Audit)	0.00	0.00	0.0%	0.00	0.00	0.0%
9000 - Contingencies	0.00	0.00	0.0%	0.00	0.00	0.0%
9998 - Depreciation	0.00	0.00	0.0%	0.00	0.00	0.0%
Total Expense	14,173.12	188,100.00	7.54%	23,051.80	203,100.00	11.35%
Net Ordinary Income	28,471.69	0.00	100.0%	7,864.73	0.00	100.0%
Net Income	**28,471.69**	**0.00**	**100.0%**	**7,864.73**	**0.00**	**100.0%**

Directors Report September '24:

Building & Grounds

I met with the roofing contractor. They are dropping off their supplies on September 9th. They are waiting to hear back from the asbestos abatement company to see when they can get that completed. After completion they have to wait ten days and then they can begin tearing off and replacing the roof. The driveway and parking lot will need to be closed to accommodate their lifts, ladders, and dumpsters. They estimate the whole project will take a week or two to complete once they have begun. As always, I will keep you posted on any new information that comes my way.

Programming/Department Highlights

From Brittani LaJuett: On August 5, the Youth Alliance of Jefferson County hosted a Teen Night in a partnership with the library in order to promote their position that teens should be engaging in their community in productive ways instead of turning to risky behavior to fill their free time. This program was primarily planned by the teens with the help of their facilitator, Heidi Williams, and I. The teens planned to paint with black light paint in the Future Maker Space, have a few snacks, a scavenger hunt, and play Zombie Tag. At the event, there were handouts and giveaways to promote living a healthy and drug free lifestyle. The library provided the space, some supplies, snacks, and helped promote the program. In total 10 teens showed up and had a phenomenal time. Of the 10 teens who attended, 8 were teens I had never met before! The teens who planned the program did a wonderful job and gained valuable experience too. If possible, we hope to plan another Teen Night next summer.

From Amanda Tehonica: On August 12th, a monthly outreach program was held at Samaritan Summit Village. The theme of each month varies but there was a special request by Caela Berry, Activity Coordinator, to center the activity around Elvis Presley (whose death date was August 16th). We decided to do a paint and stencil activity on canvas panels. I used the library's vinyl cutting machine to create a cameo of Elvis in a classic pose to be used as a stencil for their projects. Residents applied their vinyl stencil to their canvas with assistance and then chose which bright paint colors they wanted to use. Once the paint dried, the stencil was removed to reveal their finished project. The 12 residents enjoyed singing along to Elvis while they painted. This partnership with Samaritan Summit Village began in 2017.

Miscellaneous

I have applied for a LEAD grant from the NNYCF to help with Makerspace costs. I'll keep you posted of the outcome.

Congratulations to Brittani LaJuett for being accepted into the 2024-2025 Jefferson Leadership Institute. She is the 3rd staff member we have been able to send.

Ashley Pickett, Jamie LaPlaca, and I will be attending the Association for Rural and Small Libraries Conference in Springfield, MA, September 11-14. Some classes I plan to take are as follows: Building the Makerspace Program Is Making, Too! We've Got the Tools to Help, Funding, Sustainability & the Future of Public Libraries, (r)Evolutionizing the Interview: Tips for Improving the Interview Process for Volunteers, Staff, Board Members & You!, Creating Gender-Inclusive Spaces: A Guide for Library Staff, and Strategic Planning for Every Library: A Collaborative Approach, Coequals in Comradeship: The Power of Peer Cohorts.

Respectfully Submitted by *Suzie Renzi-Falge*

Monthly Statistic Comparison Report

	August, 2024	August, 2023
ADULT BOOK CIRCULATION		
Fiction (Adult & YA)	2,823	3,099
Non-Fiction (Adult & YA)	1,325	1,390
Total	**4,148**	**4,489**
JUVENILE BOOK CIRCULATION		
Fiction	2,706	3,601
Non-Fiction	735	788
Total	**3,441**	**4,389**
TOTAL BOOK CIRCULATION	**7,589**	**8,878**
OTHER MATERIALS CIRCULATION		
Adult & YA Magazines	47	39
Juvenile Magazines	15	6
Adult & YA Talking Books/Audios	111	152
Juvenile Talking Books/Audios	19	15
Adult DVD's/BluRay's	991	775
Juvenile DVD's/BluRay's	324	288
Multimedia	66	96
Music CD's	131	119
TOTAL OTHER MATERIALS	**1,704**	**1,490**
*Other Items\Empire Passes	64	20
IN-HOUSE TALLY (Kathy)		
Read & Return Paperbacks	**43**	**65**
Circulation Desk Reference Titles		
Magazines	0	1
Newspapers	7	14
Serials/Reference Books	0	3
Total Circulation Desk	**7**	**18**
GRAND TOTAL CIRCULATION	**9,407**	**10,471**
REFERENCE QUESTIONS		
Adult/Teen/Juvenile	171	167
Genealogy	20	47
Total	**191**	**214**
DUENORTH (Favorites)		
Borrowed (Received) 4.16	0	0
Loaned (Sent) 4.17	20	0
OCLC (Lisa)		
Borrowed (Loaned) 4.16	0	58
PROCTORING EXAMS	2	5
MEETING ROOM RESERVATIONS		
Library	20	21
Non-Library	49	79
Total	**69**	**100**
DOOR COUNT	7,345	10,109
COMPUTER SESSIONS 5.6	652	0
NEW BORROWERS	165	204

Programs		
Adult		
Sessions	15	14
Attendance	166	309
Young Adult		
Sessions	9	9
Attendance	53	62
Juvenile/Tween		
Sessions	18	25
Attendance	697	790
Total Sessions	**42**	**48**
Total Attendance	**108**	**1,161**
Ancestry.com		
Sessions	112	632
Website Visits 5.4	0	70,809
Wireless Sessions	0	5,564
EBOOK Checkouts	833	837
Audio Book Downloads	636	644
ArtistWorks, LawDepot & Universal Class	3	7

WHEREAS the Library was formed via a Special Act of the New York State Legislature in 1901; and

WHEREAS notice as required by Section 10 of these Bylaws has been given at the preceding regular meeting of this board;

BE IT RESOLVED that the Bylaws be amended to reflect the below changes:

The Roswell P. Flower Memorial Library was incorporated by Special Act of the New York State Legislature ~~was chartered by the New York State Education Department~~ in 1901 and registered with the New York Education Department in 1905. The name of this board is the Board of Trustees of the Roswell P. Flower Memorial Library.

and BE IT FURTHER RESOLVED

that the Secretary shall work with the Director to generate and publish a version of the Bylaws with the changes and shall report back to the board at the next regular meeting about the status of same.

NOMINATION PETITION

The Board of Trustees of the _____ voted at the
(Library Name)

_____ meeting to officially nominate _____
(Date) (Person's Name)

for a seat on the North Country Library System Board of Trustees.

_____
(Signature of Board Officer)

Biographical information about the nominee or attach a resume with personal statement:

Address:
24099 County Route 67 Watertown, NY 13601

Education:
AAS Business Administration, Jefferson Community College
BA Public Relations / Marketing, Ashford University
MA Organizational Management, Ashford University

Employment:
United Way of Northern New York, Inc.

Community/Library Services:

Personal Statement:
(Please describe the reasons for seeking a seat on the NCLS Board. Attach a separate sheet for any of the above information if necessary.) See attached.

I, Dawn Cole _____, hereby affirm my intention to run for a seat on the North Country
(Signature)
Library System Board of Trustees and further affirm that I shall attend a majority of the meetings held by the Board of Trustees each year, should I be elected

Note: This form will be shared with member library staff and trustees.

Name:	Dawn Cole
Address:	24099 County Route 67 Watertown, NY 13601
Education:	A.A.S. Business Administration, Jefferson Community College, 1999 B.A. Public Relations/Marketing, Ashford University, 2012 M.A. Organizational Management, Ashford University, 2013
Employment:	CEO for United Way of Northern New York
Community:	Board of Directors, Watertown Local Development Corporation Founding Member / Co-Chair, North Country Bridges Steering Committee Chair, Homeless Project Steering Committee (2022 – 2023) Facilitator, Empire State Poverty Reduction Initiative Facilitator, Workplace Stability Facilitator, Getting Ahead in a Just-Gettin'-By World Facilitator, Bridges out of Poverty
Community Library:	Flower Memorial Library
Personal Statement:	I am truly passionate about helping our community grow and thrive which is why I'm excited about the opportunity to serve on the Board of Trustees for the North Country Library System. Books have been a huge part of my life—they were my escape and my guide when I needed it most, helping me find my way out of poverty. Now, I want to help others discover the magic of reading, explore new worlds, and find their own paths through the power of learning. I have thoroughly enjoyed working with NCLS staff in service to the community, highlighting the "Bridges out of Poverty" constructs, promoting the availability of care kits (a brilliant initiative), and inspiring others to give back to the community through the United Way campaign. It would be an honor to serve in a new capacity, contributing my skills in strategic planning, community engagement, and nonprofit leadership to help NCLS navigate the challenges and opportunities of the future. Thank you for your consideration.

Dawn M. Cole

315.783.5949 | dcole13601@gmail.com | 24099 County Route 67 Watertown, NY 13601

Executive Summary

Resourceful, visionary with leadership experience in all aspects of non-profit operations and reputation for setting and achieving high expectations. Well-developed skills overseeing multiple programs, managing multi-million-dollar budgets, leading fundraising and outreach efforts, managing staffs, executing special events, and effectively engaging community stakeholders. Strengths include:

- Exceptional awareness of complex issues faced by individuals living in poverty.
- Knowledge of federal and state funding regulations and performance standards.
- Results-driven leader who aligns initiatives with strategic objectives.
- Demonstrated ability to lead, motivate and ignite the passion in others and foster positive, collaborative work environment.
- Adept at forging relationships and building consensus.
- Superlative interpersonal communicator, presenter, and negotiator; routinely delivering effective presentations to Board of Directors, staff, volunteers, and community members.
- Proven ability to build / optimize organizational processes and maximize efficiencies.
- Strong record of success in marketing, branding, public relations, and graphic design.

Core Competencies

- Organizational development
- Grant funding / contract management
- Strategic planning
- Community needs assessment
- Policy and procedure development
- Program planning / execution / analysis
- Change management
- Branding / marketing strategy
- Communication outreach
- Financial management / budgeting
- Productivity and efficiency improvement
- Team building and training

Professional Experience

Chief Executive Officer, United Way of Northern New York Watertown, NY, June 2022 – Present

Responsible for leading, managing and administering all aspects of the organization including: directing and growing fund raising campaigns; coordinating board of directors' activities; directing and encouraging development efforts; building relationships and communicating effectively with all stakeholders; serving on appropriate community groups and organizations; championing the organization's community impact agenda; and providing strategic planning and administrative guidance.

Executive Director, Watertown Urban Mission Watertown, NY, Nov 2018 – June 2022

Provided oversight and direction to the fiscal management, administrative functions, programs and strategic plan of a faith-based non-profit organization with a $1.9 million operating budget and 20 full and part-time staff and hundreds of volunteers. Responsibilities included board and staff development, fundraising, marketing, and community outreach.

Deputy Director / Comptroller, Community Action Planning Council Watertown, NY, Nov 2010 – Oct 2018
Provided oversight of administrative and programmatic functions for multi-service Community Action Agency with $6.5 million operating budget and 130 full-time employees, delivering 20+ services to approximately 9,500 individuals each year. Collaborated closely with Executive Director and Board of Directors on issues relating to policy, community needs, strategic planning, program development / assessment, fundraising and organizational culture.

Marketing Manager, Car-Freshner Corporation Watertown, NY, 2008 – 2010

- Developed and implemented strategies for promotions to drive consumer sales.
- Conducted market research; assembled and analyzed industry-wide and corporate sales data.
- Designed promotional materials in support of sales and marketing initiatives.
- Performed cost analysis and researched options for packaging and point-of-sale displays.
- Responded to inquiries from consumers, members of the media and trade representatives.

Marketing Coordinator, 1000 Islands International Tourism Council Alexandria Bay, NY, 2007 – 2008

- Coordinated editorial content and display advertising for regional consumer publications.
- Pioneered first edition of "Military Friends and Family Guide" for Fort Drum community.
- Marketed cooperative media buy-in opportunities to international tourism businesses.
- Developed brochures, invitations, postcards and collateral materials for industry-wide events.

Parish Development Administrator, Trinity Episcopal Church Watertown, NY 2005 – 2007

- Planned large-scale events, including Dollar Dinners, special services and community activities.
- Created giving opportunities that correlated with key components of the church's mission.
- Initiated change within volunteer network by facilitating work groups to address specific needs.
- Authored parish newsletter, annual fund brochures, bulletins and event programs.

Alumni Affairs Director, Jefferson Community College Foundation Watertown, NY, 2001 – 2005

- Coordinated fundraising activities in support of the Alumni Association and Foundation.
- Researched, defined and implemented alumni programming and special events.
- Recruited, trained and managed a large network of volunteers, including faculty and students.
- Created and distributed quarterly newsletter to 20,000+ constituents.
- Implemented the use of specialized database management system.

Director of Station Operations, WPBS-TV Watertown, NY, 1995 – 2001

- Conceptualized and led executive staff and Board of Directors through launch of WPBS-TV brand.
- Spearheaded fundraising initiatives, including pledge drives, direct mail and telephone campaigns.
- Marketed nationally-syndicated programming throughout PBS system.
- Identified and developed increased opportunities for individual giving and corporate support.

Education

M.A. Organizational Management, Ashford University, Clinton, IA August 2013

B.A. Public Relations/Marketing, Ashford University, Clinton, IA January 2012

A.A.S. Business Administration, Jefferson Community College, Watertown, NY May 1999

Certifications

Certified Workplace Stability Trainer 2017

Certified Getting Ahead in a Just Gettin'-By World Facilitator 2016

Certified Bridges out of Poverty Trainer 2014

Nationally-Certified Results Oriented Management and Accountability (ROMA) Trainer 2014

Jefferson Leadership Institute, Greater Watertown-North Country Chamber of Commerce 2005

Community Affiliations

Chair, Homeless Project Steering Committee

Founding Member / Co-Chair, North Country Bridges Steering Committee

Facilitator, Empire State Poverty Reduction Initiative

Facilitator, Getting Ahead in a Just-Gettin'-By World workshop series

Facilitator, Bridges out of Poverty