

RESOLUTION NO. 2781


BE IT RESOLVED, by the City of Salisbury, Maryland that the following individual is appointed to the Central City District Commission for the term ending as indicated.

Name
Andrea Berstler


Term Ending
October 2019

THE ABOVE RESOLUTION was introduced and duly passed at a meeting of the Council of the City of Salisbury, Maryland held on October 23, 2017.

ATTEST:



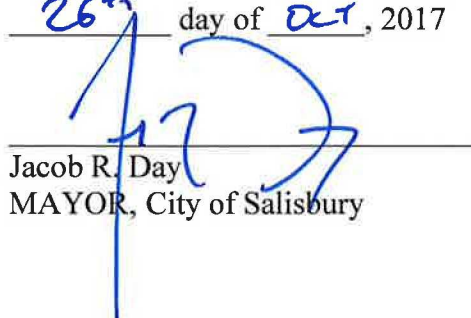
Kimberly R. Nichols
CITY CLERK



John R. Heath
PRESIDENT, City Council

APPROVED BY ME THIS

26th day of Oct, 2017



Jacob R. Day
MAYOR, City of Salisbury

MEMORANDUM

To: Julia Glanz, City Administrator
From: Sarah Robins, Administrative Office Assistant
Subject: Appointment to the Central City District Commission
Date: October 13, 2017

Mayor Day would like to appoint the following person to the Central City District Commission for the term ending as indicated.

<u>Name</u>	<u>Term Ending</u>
Andrea Berstler	October 2019

Attached you will find information from Andrea Berstler and the Resolution necessary for their appointment. Please forward this information to the City Council so it may be placed on their agenda for the next Council meeting. Please let me know if you have any questions.

Attachment

cc: Mayor Day

From: City of Salisbury [<mailto:noreplysby@gmail.com>]

Sent: Thursday, September 21, 2017 5:35 PM

To: Nancy Talbott

Subject: Andrea Berstler would like to join the Central City District Commission.

Name

Andrea Berstler

Phone

(717) 669-9960

Email

andrea.berstler@gmail.com

Address

530 Riverside Dr, Ste 206
Salisbury, MD 21801
[Map It](#)

Where would you like to serve?

Central City District Commission

Why would you like to serve on this board/commission?

As the CEO of one of the busiest locations in the downtown, I believe I bring a unique perspective to the day to day activities for the downtown area. As this organization is also a community service focused non-profit, we are able to connect with the community and enjoy a positive, trusting relationship with that community. I would like to see the downtown thrive and grow and see that growth benefit these people who need our services the most.

Please upload a copy of your resume.

- [Resume-Andrea-Berstler-2017.pdf](#)

Andrea D Berstler

530 Riverside Dr. Ste. 206 Salisbury, MD

717-669-9960

LinkedIn: Andrea Berstler

andrea.berstler@gmail.com

Objective To use my organizational and administrative skills to improve public libraries services.

Profile 18 years' experience in library work, including 12 years in management and 9 in Senior Management. Ability to direct multiple projects from concept to completion. Organized, highly-motivated administrator with the ability to lead teams and achieve goals. Proven ability to work in unison with staff, volunteers, community partners, and board of directors.

Education **MLS/MLIS** Magna Cum Laude, University of Maryland, College Park
MLS Summa Cum Laude, Kutztown University of Pennsylvania
B.S., Bible with Honors, Lancaster Bible College
Business and Elementary Education studies, Dean's List, Bob Jones University
PA State Teacher's Certification – K-8

Relevant Experience & Accomplishments

Accomplishments

Composed, implemented and completed a new strategic plan for multiple libraries.
Promoted the library as a community hub - results include an increase in library funding and number of visitors, growth in use of the library meeting rooms and participation by residents in library events
Leveraged increase support to improve library funding at local and county level. Able to maximize impact of increased funding the expand bookmobile coverage, increase operating hours and grow size of staff.
Utilized grant and community funding to develop new programming and upgrade impact of existing programs.
Initiated and encouraged staff to develop working partnerships with community organizations including:
Public Schools (school tours, collaborative programming including Homework Center and virtual student cards, incorporation of after school programming for multiple ages.)
Business associations (LSTA grant for business print and online resources, active participation in local chamber)
Non-profit organizations (hosting workshops and classes, and providing meeting space, development of community indicatives to support literacy growth)
Developed and implemented new programming including community harvest festival, computer classes, Literacy awards breakfast, job search, literacy and homework support, and a community-wide, month long book festival
Updated library policies and practices to bring them into compliance with local and state guidelines as well as to reflect strategic priority for accessibility and quality service.
Conducted year-round staff training. Topics include security, use of online databases, team building exercises, long range planning, and professional development.
Developed new library newsletter in all three libraries.
Spearheaded effort to utilize email newsletters to promote library workshops and classes. Implemented marketing plan in alignment with library strategic priorities.
Successful partnership with Friends of the Library groups including Initiated creation of and participated in the development of the Friends of the Henrietta Hankin Branch Library. Within the first year, this group grew to over 150 members and budgeted \$10,000 in gifts to the Hankin Branch Library.
Spearheaded revitalized Friends of Wicomico Public Libraries, including creating a membership structure, launching awards event and contributions of over \$10,000 to the library in first 3 years. Membership grew from 15 to over 200 in 3 years. This group now hosts 1 major signature event, plus booksales and several other smaller events annually.

Library Administration and Day-to-Day Operations

Supervise and evaluate staff in library services, resource development, computer skills and customer service.

Experienced in developing and working within a tightly constrained budget. Ability to leverage funding, networks and community partnerships to demonstrate greatest impact for organization.

Developed and maintained a customer focused collection, adjusting titles to meet current needs.

Organized and managed floor space, maximizing usage and improving workflow.

Actively represent the library to local community groups including Rotary, Lions, Lioness, government organizations and local business associations.

Able to field reference questions, provide reader's advisory and handle general research inquiries.

Capable of using and teaching the use of Microsoft applications including Word, Excel, Power Point, Outlook and Front Page; Google Tools including iGoogle, Blogger, Google Reader and Google Calendar and e-readers using Overdrive and Nook software.

Maintained library's website, social networking sites and staff blog, edited library's monthly newsletter, create and distribute electronic newsletter and library press releases.

Employment

Executive Director, Wicomico Public Libraries, Salisbury, MD.

Oversee staff of 60 members plus volunteers. Responsible for day-to-day operations of a library with 3 locations and a bookmobile, operating budget of \$2.4 million.

Improved facilities logistics, customer service levels and developed more efficient processes within the library's operations. Conducted full strategic planning process and initial revision. Reenergized nearly dormant Friends group, expanded library's presence within the community including representation on local business and non-profit boards. Increased impact of library's marketing and promotional work to change the conversation about the library's place within the community.

1/1/2012 -
Present

Branch Manager, Henrietta Hankin Branch of the Chester County Library, Chester Springs, PA

Oversee a staff of 27 including 8 professional librarians plus volunteers. Responsible for day-to-day operations for a library with a budget of approximately \$1,500,000. Improved customer service levels of the library, instituted Friends group, started library newsletter, added adult service programming, managed personnel and meeting room scheduling, represented the library during County-wide Strategic Business Plan workshops and in regular system and district meetings. During tenure as Manager, this branch was the second busiest library in the Chester County system, with high levels of customer satisfaction as gauged by annual surveys.

2008 - 2011

Director, Village Library of Morgantown, Morgantown, PA

Provide professional, customer-orientated library service to the Morgantown area including collection development, facilities maintenance, grant writing, program development, website design and long-range planning. Liaison with Friends, local organizations, public and private schools and libraries within local geographic region. During tenure as Director, library experienced improved customer service, growth in circulation and attendance in events, growth in grant funding and donations and increase in engagement by Friends of the Library group.

2004 - 2008

Travel Agent, Pilgrim Tours, Morgantown, PA

Responsible for receptionist and administrative assistant duties including updating website. Provided full travel agent services to business, vacation and missions clients including international air travel and vacation packages.

2003 - 2004

Clerical Aide, Village Library of Morgantown, Morgantown, PA

Produced library promotional materials, oversaw office operations, developing and maintaining library website, scheduling of library's Community Room and providing administrative support for director, performed routine duties at circulation desk. Built relationships with local patrons, developed and produced materials for Storytimes, scheduled programs and speakers for library events.

1999 - 2003

**Additional
Information**

Maryland Library Association: Conference Chair-2015 & 2016

Association for Rural and Small Libraries: Board Member 2008 - 2014, served as President, Vice-President, Secretary & Treasurer, National Conference Chair, 2010 & 2012

American Library Association: ARSL Liaison to the ALA Committee on Rural, Native, and Tribal Libraries of All Kinds

Salisbury Area Chamber of Commerce: Chair-Education Network Committee; member - Economic Development Action Committee

Rotary Club of Wicomico County: Secretary-2014-2015, President - 2016

Presentations: (Topics include leadership, strategic planning and customer service) Maryland/Delaware Library Associations State Conference, Pennsylvania Library Association Annual Conference, Assoc. for Rural & Small Libraries National Conference and American Library Association Annual Conference

Memberships: Maryland Library Association, Maryland Association of Public Library Administrators, American Library Association, Public Library Association, Salisbury Area Chamber of Commerce, Wicomico Rotary Club, Greater Salisbury Committee

Publications – Chapter authored for The Entrepreneurial Librarian, an academic work published by McFarland Publications in 2012.

- March 2013 RUSQ Article – *Talking Sides – Should Libraries be run as a business?*

**Awards &
Honors**

Louis J Gill Library Award - Kutztown University of Pennsylvania

Commonwealth Libraries *Marketing for Lifelong Learning* Award (2008)

Henne Award – Berks County Public Libraries Public Relations Award (2000 & 2007)

Commonwealth Libraries *Best Practices for Early Learning* – Henrietta Hankin Branch Library - 2010 Award Winner

Maryland Library Association President's Award 2014 – Awarded for innovated customer service in Maryland Libraries

Maryland Library Association Distinguished Service Award 2017 – Awarded to the members of the Board of Trustees for their actions in defending the autonomy of the public library.

Salisbury Area Chamber of Commerce – Entrepreneur Spirit Award

Rotary Club of Wicomico County – Rotarian of the Year