

## **Newtown Public Library**

### **Minutes of the January public meeting of the Board of Trustees**

**January 16, 2020**

Present: Howard Walker, Erica Danowitz, Anthony Malouf, Tom O'Donnell, Arie Cappuccio, Arlene Caruso, Kathy Erickson, and Sandi Macan

The regular meeting of the Board of Trustees was called to order by Howard Walker at 7:00 pm.

**Approval of the Agenda - Motion** to approve by Howard Walker; 2<sup>nd</sup> by Erica.

**Approval** of the Minutes of the December 19, 2019 meeting, motion by Tom, 2<sup>nd</sup> Tony

**Motion** to nominate the following officers:

Howard nominated Sandi Macan for Secretary, Kathy 2<sup>nd</sup>

Howard nominated Arie Capuccio for Treasurer, Erica 2<sup>nd</sup>

Howard nominated Erica Danowitz for VP, Tom 2<sup>nd</sup>

Howard nominated Tom, Sandi 2<sup>nd</sup>

All Approved. The committee thanked Howard and Kathy for their service

## **REPORTS**

### **Treasurer's report**

- We did not get the reports from the Township
- PayPal funds were transferred to TD Bank before the end of 2019 by Arlene.
- Waiting for the totals for fundraising
- Tom needs to be put on the check signing register. Arie and Erica can both sign
- Treasurer's report will be presented at February meeting

### **Director's Report**

- The report is abbreviated due to slow activity over the holidays
- 2019 was the best year on record. This month looks like another banner month
- Library board meetings are advertised, the public is welcome. Arlene will look into us using the Township platform for agenda, minutes, and reports. The current system is labor and time intensive, with very few people looking at it.
- We need to have a good mission statement and strategic plan, then design the website around those.
- Arlene and Erica will attend the ALA mid-Winter meeting
- Arlene wants to close the library to hold a Staff/Volunteer Appreciation Day on April 23, as part of National Library Week. During this day, she will hold an in-service day, recognize staff with a breakfast and hold training. She would also include the annual volunteer luncheon in this day and all staff would attend as well. Previously, Arlene would have to petition the state to close for a staff day but in 2020, the state library is

waiving all standards with the exception of director certification. Arlene has reserved community room.

**Motion** to approve the Director's Report by Arie; second by Sandi.

#### Friends of the Library Report

- The Friends are holding an event on March 24, along the lines of Painting with a Twist.
- Going forward, Arlene will include the Friends report in the Director's report

#### **NEW BUSINESS**

- The board reviewed Arlene's benefits. We recommended that the Library will contribute \$8000 and Arlene will be responsible for the balance. We will re-address this if premiums go up for the township.
- When the budget comes out next month, need to re-evaluate expenses. We are spending more than we are bringing in. There are items in the budget that Arlene feels we won't have to pay going forward. Erica will reach out to Chipotle to discuss fundraiser.
- The Library's birthday (46) is August 13

#### Strategic Planning

- Metrics need to be part of the strategic plan initiative. Arlene has a spreadsheet of circulation and fundraising from year to year. Circulation is best it's ever been. Were on increase until construction. We don't know how we compare to other libraries. Very few libraries have seen 9% increase. Maybe dashboard for fundraising efforts. Report to state due end of Feb – how we did. Arlene does huge report online – annual report for state, lot of statistics. Programming – different age groups, where does money come from. As we talk strategically, what information do we want to look at?
- February 2020 meeting will primarily be focused on strategic planning. Howard would like to have meeting in early Feb to start the strategic planning process. Tom will email slides to everyone – need to have initial objective, agree to outline – do we need to extend meeting, or have extra meeting? Do we want to redo mission/vision statement? Arlene goes to a lot of strategic planning meetings. Lot of libraries are going to one-page model. Need to keep it simple. Need to be something we know. Tony read existing mission statement. Step one is developing mission statement. We will move next month's business to March, then focus on strategic planning.

#### **OLD BUSINESS**

- Fund-raising mailing – went out 12/19/2020. So far, we have brought in \$6917 with \$2700 of that in January. This mailing was sent to a separate list of people who didn't donate previously (4400 people) We need to update information from the tax office - 99 returned. This is the first campaign in Little Green Light

Next Meeting – 2/20/2020.

The meeting was adjourned at 8:06 pm.

Respectfully submitted by Sandi Macan, Secretary