

Malvern Public Library (MPL)
Board of Trustees Meeting Minutes
January 27, 2021

In attendance via ZOOM: Andrea Cardamone (President, Malvern Borough Appointee), Russell Robinson (Treasurer, Malvern Borough Appointee), Elizabeth Jekot (Willistown Township Appointee), Gretchen Sorce (Vice President, Willistown Township Appointee), Barbara-Ann Thav (Trustee, East Whiteland Township Appointee), Vicki Damiani (Secretary, East Whiteland Township Appointee), Maggie Stanton (MPL Director)

Absent: Erin DeRafelo (At Large Member, Willistown Township)

Other Attendees: Julie Nicolson (East Goshen); Rebecca Dinucci (East Goshen)

Call to Order: Andrea Cardamone called the meeting to order at 7:01 PM.

Review and Acceptance of December 16, 2020 minutes.

Director's Report

Programs:

December:

Adult Online Programs

Zoom Book Club: 1 session, 2 attendees

Zoom Adult Yoga: 4 sessions, 24 attendees

Total Programs: 5 sessions, 26 attendees

Children's Online Programs

Story times: 7 sessions, 83 views

Total Programs: 7 sessions, 83 views

Note: Attendance counts do not include hosts.

Statistics *Library was closed from November 3 to December 6 and reopened on December 7

Door Count –December 2019: 4,211

December 2020: 1,760

Difference: -58% decrease from same month last year.

July 2020: 2,635

August: 2,077

September: 2,052

October: 2,301

November: 2,037

December: 1,760

Difference: -13% decrease from the previous month.

Circulation –December 2019

Total: 5,679

December 2020

Sierra: 2,427

Overdrive: 1,136

Total: 3,563

Difference: -37% decrease from same month last year

November 2020

Sierra: 2,736

Overdrive: 1,057

Total: 3,793

Difference: -6% decrease from the previous month

Envisionware Usage

January: 854

February: 914

March: 215

April: 8

May: 12

June: 84

July: 106

August: 141

September: 129

October: 125

November: 101

December: 66

Upcoming Events:

All in house programs are suspended until further notice.

Online Programs

Tuesdays, 10:30am Storytime – Zoom

Fridays, 10am Music with Ms. Jill – Zoom

Tuesdays, 7pm Adult Yoga – Zoom

Tuesday, February 16, 9:30am – Bookclub - Zoom

Tuesday, February 16, 7pm Cybersecurity – Keeping Yourself Safe Online – Zoom

Tuesday, March 16, 7pm Fraud Bingo

Personnel: Staff expressed appreciation of end-of-year bonuses.

Building: The building was closed to staff and patrons starting on Saturday, November 28 and reopened on Monday, December 7. Library closed at noon on Wednesday, December 16 and closed all day on Thursday, December 17 due to weather.

Staff are concerned about difficulties that have arisen in providing curbside service in the dark. Cars can not always be seen. This led to a discussion about whether we should be open more evenings, especially since circulation has been in decline, and how we might improve circulation. Barbara Ann mentioned the procedure at Easttown. Even though closed, Easttown makes books available to patrons in bags in their foyer. We can't use our foyer. Gretchen noted that the issue regarding circulation decline is more likely to be linked to a marketing problem. We need to cover all available outlets. It was agreed that Maggie should tell the Malvern Borough manager that we would like to increase our hours by two more evenings, Wednesdays and Thursdays 4-7 PM.

There was further discussion of our need to be more creative and courageous regarding programming and services. Can we offer more to senior care facilities? Offer programs regarding the pandemic and vaccine through coordination with Paoli Hospital? The programs offered last month were not enough. Might we deliver books to patrons at Hershey's Mill? This discussion ended with a plan for Andrea, Maggie, and any other board member who would like to attend, to meet with staff to brainstorm ideas for increased services and programs.

Regarding curbside in the dark, it was agreed that the library phone number should be placed in a prominent location outside so patrons will know to call when they arrive.

President's Report No report

Treasurer's Report

1. The December Operating Fund financial statements reflect -
 - The payment of \$8,500 in bonuses to the staff.
 - The expenditure of \$4,985 for e-materials, per the County Grant.
 - The payment of \$1,000 as a deposit for the fundraising consulting,
2. In addition to the \$23,721.25 of donations reported in the Operating Fund financial statements, \$3,500 was transferred to the MPL Board Fund from the Pay Pal account. So, the total donations for 2020 was \$27,221.25, which included a \$5,000 bequest. Although we did not solicit businesses and some donors did reduce their gifts, others increased their donations so we did not experience the decline in 2020 that we feared.
3. The Vanguard Fund was valued at \$366,422.14 at year end, which reflects a gain of \$14,209.46 during the year. Also, as approved at the December Meeting, I moved \$50,000 to the Wellesley Fund from the Money Market Fund on December 18, 2020.
4. Elizabeth Jekot and I completed the change in signatories on the National Bank of Malvern bank accounts. I am still working on the change in signatories for the Vanguard account.

Friends Report

31 people have responded to our request for members of a Friends of the Malvern Public Library committee. All have received welcome emails and a questionnaire to complete regarding meeting availability and role preference. About half of the volunteers have completed the questionnaire. The

librarian for Immaculata University and a member of the Malvern Historical Society are among our respondents. Several people have noted experience with non-profits or with fund raising. The next step is to arrange a kick-off meeting with Maggie and Andrea in attendance. Barbara Ann has a few ideas for how we can enhance enthusiasm among the Friends and will send some of those ideas to Vicki.

Old Business

Fund Raising Committee Update.

1. The contract with Sylvia & Carter & Associates was signed December 20, 2020 and, as indicated in the Treasurer's Report, the deposit of \$1,000 was paid to them in December 2020.
2. The Fundraising Committee held a Zoom Meeting with Connie Carter and Corrine Sylvia on January 15, 2021 to review and finalize the list of interviewees. It was an excellent meeting with a good exchange of ideas. At this time, all but one interviewee has been finalized. I am still working on getting a member of the East Goshen Board of Supervisors to agree to speak with the consultants.
3. The one interviewee to be identified is someone from East Goshen Township. Any thoughts or contacts would be much appreciated.

New Business

Voting New Board Members

Julie and Rebecca will be interviewed by East Goshen before coming before the Board for approval as voting members. Both were unanimously approved as at-large, non-voting members at this meeting.

By-laws/Officer Roles

Vicki noted that By-laws and Officer Role documents are outdated and should be reviewed. Andrea moved this discussion to the next one, About Board Book and Policy Review Process, as the two are directly related. There have been several past discussions about the need for a comprehensive and current Board Book. The following process was agreed upon:

Before the next board meeting Maggie will compile a Board Book **draft** to include:

A full list of board and staff with contact information

Board meeting dates

Holiday calendar

Draft calendar of board responsibilities

By-laws

Policies

Roles of board members

Marketing materials

Draft should be sent to board members for review before the next board meeting. Suggestions for revisions will be sent to Maggie. Decisions regarding revision and update will be made at the March board meeting. The suggestion was made that staff salaries might be included.

Building Improvement

The Building Improvement Committee (BIC) met on January 26, 2021 to discuss where we find ourselves after the one year lapse caused by Covid and how we would like to go forward.

History

We reviewed what we did a year ago. Our efforts last year to remove old books that did not circulate had the effect of opening up a great deal of shelf space and the removal of old, inefficient shelving units. Accordingly, the MPL now has significant space available for new and different uses in the Adult and Young Adult Sections.

We also refreshed ourselves on the results of our meetings with two architectural firms. We were not satisfied with the Carnavale Eustis firm and do not wish to have any further conversation with them. The Arcus firm, located in Malvern, did impress us but their proposal put too much emphasis on architectural work, as opposed to design work.

Go Forward

We decided that, as a first step, we would like to renew our search for consultants with interior design consultants only. We will meet with Kyle Litzke of Arcus and explain that we want him to focus exclusively on the design aspect of our project and see what he produces. Also, Vicki has the name of a design firm that did work that impressed her, so we will talk to that firm. Further, we would welcome any recommendations that the Board may have.

We would expect to be able to determine if this effort is progressing satisfactorily by the time of the February Board Meeting. If it is, we will issue a status report and make a proposal at that time. If it isn't, we will recommend that we proceed to develop a series of action steps that we can take on our own.

These steps would include –

1. Painting
2. Window treatments
3. Shelving in Maggie's closet
4. Door to Maggie's office

5. Furniture, as needed, to improve the organization of Maggie's office
6. Wooden end pieces for the shelves in the Adult Section
7. New shelving units for the Children's Section
8. Other items to be identified

Discussion followed regarding the possibility of utilizing the services of a university design department, posting the request for a designer on our Facebook page, and contacting directors at Ludington and Radnor libraries for designer suggestions.

Action Items:

Maggie and Andrea to meet with staff regarding new ideas

Maggie to put out phone number for curbside pick-up

Maggie to talk with Borough manager about increase in night hours

Barbara Ann to send Vicki her ideas for Friends kick-off meeting

Julie will facilitate communication with East Goshen for interview with Sylvia & Carter Assoc

Maggie will oversee draft of Board Book and get out to board before next meeting

Barbara Ann will contact Ludington and Radnor for designer suggestions

Adjourned at 8:26 PM

Victoria B. Damiani
Secretary