

Malvern Public Library (MPL)
Board of Trustees Meeting Minutes
February 24, 2021

In attendance via ZOOM: **Russell Robinson (Treasurer, Malvern Borough Appointee), Elizabeth Jekot (Willistown Township Appointee), Gretchen Sorce (Vice President, Willistown Township Appointee), Vicki Damiani (Secretary, East Whiteland Township Appointee), Julie Nicolson (East Goshen Township Appointee), Rebecca Dinucci (East Goshen Township Appointee), Maggie Stanton (MPL Director)**

Absent: Andrea Cardamone (President, Malvern Borough Appointee), Barbara Ann Thav (East Whiteland Township Appointee), Erin DeRafelo (At Large Member, Willistown Township)

Other Attendees: Emily Quillen (MPL Staff Member)

Call to Order: Gretchen Sorce called the meeting to order at 7:01 PM.

Review and Acceptance of January 27, 2021 minutes.

Director's Report

Programs:

January:

Adult Online Programs

Zoom Book Club: 1 session, 2 attendees
Zoom Adult Yoga: 4 sessions, 44 attendees
Total Programs: 6 sessions, 46 attendees

Children's Online Programs

Story times: 8 sessions, 136 views
Total Programs: 8 sessions, 136 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 –January 2020: 5,257
January 2021: 2,298
Difference: -56% decrease from same month last year.

August: 2,077
September: 2,052
October: 2,301
November: 2,037
December: 1,760

January: 2,298
Difference: 23% increase from the previous month.

Circulation –January 2020
Total: 6,449

January 2021
Sierra: 3,190
Overdrive: 1,665
Total: 4,855
Difference: -24% decrease from same month last year

December 2020
Sierra: 2,427
Overdrive: 1,136
Total: 3,563
Difference: 26% increase from last month

Please note our Overdrive percentage rate has increased from 1.55% to 2.06% increasing our awarded Overdrive circulation count for 2021.

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
January: 49

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
Fridays, February 5-26, 4:30pm Minecraft Club - Zoom
Tuesdays, 7pm Adult Yoga – Zoom
Tuesday, March 16, 9:30am – Bookclub - Zoom
Tuesday, March 16, 7pm Fraud Bingo

Personnel:

Building: The building was closed to staff and patrons all day on Monday, February 1 and Tuesday, February 2 due to inclement weather. Staff had a two-hour opening delay on Friday, February 11.

Other: Kimberton Whole Foods has chosen Malvern Public Library as part of their Round Up program from the month of March again.

Returned books quarantine time has been reduced from 72 hours to 48 as of February 10. This was a system-wide decision.

Several new program ideas are currently being explored: KonMari home cleaning; Mind Craft Club; Was the book better?, a pairing of books with DVDs; bundling of books by genre or topic as requested by patrons; and a women's studies group.

Board members are asked to provide all phone numbers to Maggie and to note what number, if any, can be used for texting.

President's Report No report. President did not attend.

Treasurer's Report

1. The State Aid, which is normally funded in full for the year in January, was only 5/12 funded because it was approved in two pieces 5/12 and 7/12. The second portion will be funded later in the year.
2. Cash flow in the Operating Fund was \$20,916 positive in January and the cash on hand was \$83,455.02 at 1/31/2021.
3. The Investment Fund was valued at \$363,663.69, which was a decrease of \$2,758.45 for the month and year-to-date.

Friends Report (Vicki Damiani)

The first Friends meeting is scheduled for Wednesday March 10, 2021, 7 PM by Zoom. After an introduction by Vicki, Andrea will do a welcome. Maggie will review basics on how the library is run and funded. Russ will talk about our building improvement and fundraising initiatives and we will take questions. Vicki will end with possible committee roles for Friends to consider. Board members are welcome to attend.

Old Business

Board Book & Policy Review

By-laws, policies, and job descriptions are in need of review. This is too much to be done just in board meetings. Separate committees will be needed. Elizabeth noted that Barbara Ann has expressed an interest in this process, an interest Elizabeth shares. Since Barbara Ann was not in attendance, her

participation could not be confirmed. However, it is hoped that Maggie, Elizabeth, and Barbara Ann will form a core committee for initiating this review. Elizabeth and Vicki have recently attended state trainings on these topics and will provide models they received for by-laws and board member job descriptions. Currently, a board member job description for MPL does not exist. One will have to be developed. All board members will need to participate in this extensive by-law, policy, and job description review.

The East Goshen board member interview process was discussed.

Maggie noted that our insurance agent has pointed out some library policies that should either be changed or updated for insurance purposes. Gretchen requested that board members receive a list of those specific issues.

There was discussion of the need for a board calendar. A draft has been developed. Maggie will share it with the board by email to see if there are any suggested changes or additions. This calendar is for guidance and reminders only, and will stay flexible.

Discussion of the board calendar led to comments about the number of community activities in which the library would usually participate that are now on hold due to Covid, such as those of business associations and parks and rec. Maggie is keeping contact with representatives so we can be ready when things open up.

Fundraising Committee (Russ Robinson)

1. Connie Carter has informed me that all interviews are complete at this time. She and Corrine are working on their report and expect to be able to send it to me at the end of the week. The Fundraising Committee will review the report by Zoom and then have Connie and Corrine present the report to the Board at the March Meeting.
2. Connie said that the interview process has gone well and that they have learned a great deal. Her expectation is that the MPL will need a year to implement all their findings. As part of that, we will have to make decisions and take actions re hiring a professional fundraiser.
3. Because of the open nature of their questions, they have learned things that will impact the MPL in various unforeseen ways. For example, they learned that Vanguard makes professional staff available at no cost to help not for profit corporations with web-site development. This is something we have talked about in the past and agreed we need to work on.

New Business

Building Improvement (Russ Robinson)

1. The BIC identified four entities to interview, in order to get a sense of what companies/skills are available and what we might be able to do with the MPL facility. We have interviewed three and will interview the fourth next Friday. Note that based on the two firms we spoke with last year,

prior to the Covid shutdown, we realized that we needed designer/decorator service not architectural services. The architects wanted to cut new doorways and move walls, which would not be permitted by the Borough.

The three we interviewed were:

Green Door Interiors on February 3, 2021

Arcus Design on February 17, 2021

Decorating Den Interiors on February 22, 2021

The fourth will be:

Diana Dougherty on March 5, 2021

2. Elizabeth contacted Drexel – specifically Ada Tremonte, the Program Director of the Interior Design Program and Dr. Denise Agosto, Professor and Director of the MS in Information Program Information Science. On February 17, 2021 Ada Tremonte telephoned Elizabeth to advise that they had reviewed the MPL request and determined that it is not a project that could be undertaken by one of their students due to liability issues. Elizabeth also spoke to Ms. Marissa Green at the Employer Relations Coordinator, Steinbright Career Development Center re the possibility of such an undertaking for an Internship in Drexel’s Co-Op Program but was told that at this time it would not be possible.
3. We have asked each candidate to provide us with a high-level presentation at no cost to the MPL, in order for us to distinguish among them. Based on those presentations, we will select one designer/decorator that we will present to the Board. At that time we will ask the Board to authorize the finalist to prepare a proposal for a fee that will be the basis of the project. The approach will be that they will prepare a master plan that can be broke down into steps or phases.
4. Based on the Board’s approval of the Master Plan, our intent is to ask the Board to approve the expenditure of a minimum of \$150,000 to start the Building Improvement Project.

Note that the MPL has \$29,000 in The Building Fund, \$360,000 in The Investment Fund and \$83,000 in The Operating Fund. This is significant because, while the expenditure of \$150,000 may seem like a lot, it does not impair the MPL’s future financial flexibility.

Board members were urged to send their questions regarding building improvement to Russ now in order to ensure that questions can be asked during the process rather than at the very end so that we might proceed in a timely manner. Questions the committee has already asked the potential designers were reviewed, some of which are:

Have you worked with libraries before?

Can you provide a basic overall sketch of your ideas without our incurring a fee?

Must we use contractors and materials you recommend or might we find our own?

How long will it take for you to get a sketch of your ideas to us.

Do you work with local service providers?

Gretchen asked about how we can accommodate more activities and maintain social distancing, since this is still likely to be needed in the future. An emphasis should be placed on attaining more space.

System Fundraising Author Event

Maggie sent information about this to all of the board members. It is an online author event that is system-wide and would be advertised by the county system. There is a limited cost to us with the potential for return. We will purchase some of the author books and, perhaps, mugs. We would need to sell 25 tickets with more return if we sell more. Planning is in the preliminary stages. The board agreed this is a good idea and we should participate.

Give-a-Thon Dates

We will send letters in April to prospective donors. It is a difficult time to expect businesses to participate.

Spring Book Sale Dates

Maggie presented the idea of having the book sale outside this year, on a Sunday, in the park. The board would prefer to add Friday or Saturday, as well. If Saturday, we would need to use our own library lawn so as not to interfere with the farmers' market. With the help of Friends this year, we would like to try to do two days outside with rain dates, maybe the first weekend in May. We should ask Julie Ann's to do a food location.

There was a discussion of having a table at the farmer's market on a regular basis this year where we can register patrons and have a small book sale each Saturday. This is more than Maggie can take on alone. This would be a good project for the Friends.

Action Items:

Maggie will provide all board members with a list of policy issues that our insurance agent believes need priority attention.

All board members will send questions for potential designers to Russ now.

All board members should check the board member contact list to be sure they have noted which numbers, if any, can be used for texting.

All board members should consider how they can contribute to the policy, by-laws, and job description committees and notify Maggie.

All board members should check the draft yearly calendar and get suggestions for changes or additions to Maggie.

Vicki will send state library training models for by-laws and job descriptions to Maggie

Adjourned at 8:22 PM

Victoria B. Damiani
Secretary

