

Malvern Public Library (MPL)
Board of Trustees Meeting Minutes
March 24, 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)**, **Vicki Damiani (Secretary, East Whiteland Township Appointee)**, **Barbara Ann Thav (East Whiteland Township Appointee)**, **Julie Nicolson (East Goshen Township Appointee)**, **Rebecca Dinucci (East Goshen Township Appointee)**, **Maggie Stanton (MPL Director)**

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

Other Attendees: Emily Quillen (MPL Staff Member) Connie Carter and Corrine Sylvia of Sylvia and Carter Associates, Joe Sherwood (Executive Director, Chester County Library System)

Call to Order: Andrea Cardamone called the meeting to order at 7:00 PM. (Julie Nicolson left the meeting at 8:30 PM and returned at 9:06 PM)

The traditional order of business was altered to allow for the presentation of the report of Sylvia and Carter, fundraising consulting firm, at the outset of the meeting.

Sylvia and Carter emphasized page 15 of their Malvern Public Library Development Assessment Report dated February 2021 and went through each item as it appears there. Some questions from board members were asked during the presentation:

Q: What do we know about the usual personal contributions of library board members?

Joe Sherwood noted that grant applications often request a statement of degree of contribution from boards. Amount of donation should be significant for donor. There is an expectation that there be a 100% donation among board members with no specified dollar amount.

Q: Could we involve West Chester University marketing students in a marketing plan?

Vanguard could also assist. Discussion followed regarding whether we might work with Immaculata instead since they are in our area.

Q: Could we develop committees of volunteers to help with fund raising? Could those volunteers attend the board meeting as non-voting members? Do the by-laws prevent that? No. By-laws do not prevent that.

Sylvia and Carter left the Zoom meeting and a discussion of employing them as fund raising consultants followed. Some issues raised were:

- What is the timeline for this service? When would it start and end? The proposal has several items in it that would take more than a year. Would the fee after the first year be the same hourly rate?
- Can the library do fund raising without outside help?
- We have been discussing fundraising for a long time and have not made sufficient progress. How can we move beyond that?
- Should we hire a fund raiser or marketing person rather than Sylvia and Carter?
- Would Sylvia and Carter fund raise or be consultants only?
- Will we need a volunteer manager?
- Do we need a plan for exactly what a development committee would do?

The board concluded that a vote on whether or not to hire Sylvia and Carter would not be taken tonight. Instead, Andrea will rework their proposal to address the issues discussed and present an alternative proposal to the board at the April meeting.

Minutes of February 24, 2021 were approved.

Director’s Report

Programs:

February:

Adult Online Programs

Zoom Book Club: 1 session, 2 attendees
 Zoom Adult Yoga: 3 sessions, 32 attendees
 Total Programs: 5 sessions, 38 attendees

Children’s Online Programs

Story times: 8 sessions, 180 attendees
 Total Programs: 12 sessions, 212 attendees

Note: Attendance counts do not include hosts.

Statistics

Door Count – February 2020: 4,733
 February 2021: 1,922
 Difference: -59% decrease from same month last year.
 September: 2,052
 October: 2,301
 November: 2,037
 December: 1,760
 January: 2,298
 February: 1,922
 Difference: -13% decrease from the previous month.

Circulation –February 2020
 Total: 6,412
February 2021

Sierra: 3,108
Overdrive: 1,528
Total: 4,636
Difference: -27% decrease from same month previous year

January 2021

Sierra: 3,190
Overdrive: 1,665
Total: 4,855
Difference: -4% decrease from previous month

Envisionware Usage

February 2020: 914
March: 215
April: 8
May: 12
June: 84
July: 106
August: 141
September: 129
October: 125
November: 101
December: 66
January 2021: 49
February 2021: 44

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, April 2-30, 4:30pm Minecraft Club - Zoom
Tuesday, April 20, 9:30am – Bookclub - Zoom
Tuesday, April 20, 6:30pm – Clean Eating for Spring – Zoom
Tuesday, May 11, 6:30pm - Association of Financial Educators Presentation Zoom

In person:

Friday April 30th and Saturday May 1st, Book Sale, Time TBD , Location - side and back lawn of Library

Personnel: Lindsey has resigned her position to pursue an unexpected job opportunity. Her last day will be March 31.

WIFI is spotty, especially in the children's area. County tech consultants have recommended the necessary changes. This will be discussed later along with Building Improvement.

Discussion of the skills necessary for the person who fills Lindsey's position. Would it be best to include tech skills, especially social media?

President's Report

No report

Treasurer's Report

1. As noted in the February Meeting, The MPL received 5/12 (\$22,979.55) of the State Aid in January. In February The MPL received the 7/12 remainder (\$31,654.21) so as of the end of February all 2021 state funding (\$54,633.76) has been received.
2. Cash flow in the Operating Fund was \$15,560.27 positive for the month of February so The MPL is \$36,476.57 positive on a year-to-date basis.
3. The Investment Fund was valued at \$365,044.92, which reflects a gain of \$1,381.23 for the month but a decline of \$1,377.22 for the year to date.

Friends Report (Vicki Damiani)

So far, one to one phone contacts with Friends are suggesting that, in terms of interest and experience, they mostly fall into groups in keeping with our current initiatives: development, which would include grant writing; programming; and special events, which would include the book sale. I have spoken with one individual who writes grants, one who wants to do a variety of local history programs, and several who will work the book sale. One Friend has put us in contact with faculty at Immaculata who might do mental health or parenting programming for us. One to one contacts have yielded several positive comments about interactions people have had with Maggie and Meghan.

Discussion followed regarding whether a specific invitation to attend Board meetings should be extended to a volunteer with a special interest in leading development projects and one with the interest in programming. It was agreed that they should be invited.

Old Business

Book Sale

Book sale will be April 30th and May 1st outside. We will have a special need this time for volunteers who can move the books from storage to location one and, on the second day, to location two. Gretchen will work on getting some teens to assist. Books will be sorted at the library rather than at the storage location. Vicki will send the list of Friends who have already volunteered to Maggie.

Building Improvement (Russ Robinson)

1. The BIC has reduced the number of designer/decorator candidates to two from the original four.
2. The two candidates have submitted presentations of the type of work they can/would do and have also provided proposals for the cost of their work. This material will be provided to the entire Board.

3. We would like to have a separate BOT Meeting in April, at which both candidates would make presentations so the BOT can decide which candidate The MPL will hire to design the Building Improvement Project.
4. To date our discussions have focused on the designer/decorator phase. When we get to the implementation phase, the BIC will have to go through a similar process to identify a general contractor/construction manager to help select tradesmen and ensure that the work is properly performed.

Discussion

Russ will send the proposals under consideration to the Board. The Board rejected the idea of a special meeting to hear presentations from the candidates in favor of having them come to a regular board meeting.

Regarding change in WIFI access points. County consultants say they can be moved for better signal strength at a one-time cost of \$930. This would give us a second access point. Motion was made and approved to provide funding for the needed changes.

Policy/Board Book Committee

This group did meet and is in the process of organizing all of the relevant information. They will continue to meet once per week.

Action Items:

Andrea will rework the proposal from Carter and Sylvia to represent concerns expressed by the Board. Issues around development, including the reworked proposal, will be addressed at the April meeting. Russ will inform the building improvement applicants that that issue will be addressed at the May Board meeting.

Vicki will send contact information for Friends who have volunteered for the book sale to Maggie

Vicki will invite the two programming and development volunteers to the next Board meeting.

Gretchen will arrange for teen volunteers for the book sale.

Adjourned at 9:26 PM

Victoria B. Damiani
Secretary

