

Malvern Public Library (MPL)
Board of Trustees Meeting Minutes
February 23, 2022

In attendance via ZOOM: **Russell Robinson (President, Malvern Borough Appointee), Rebecca Dinucci (Vice-President, East Goshen Township Appointee), Kathy Kavanaugh (Treasurer, East Goshen Township Appointee), Vicki Damiani (Secretary, East Whiteland Township Appointee) Barbara Ann Thav (East Whiteland Township Appointee), Wendy Waltman (Malvern Borough Appointee), Carol Guest (Willistown Township Appointee), Megan Dehmelt (MPL Children's Librarian attending for Director Maggie Stanton who is on parental leave)**

Other Attendees: Emily Quillen (MPL Staff Member), Tara Badstubner (to be voted on as Willistown Appointee at this meeting)

Call to Order: Russ Robinson called the meeting to order at 7:03 PM

NOTE: The board has adopted a consent agenda procedure. As part of that format, documents and reports relevant to board meetings are made available to the board for review in advance of meetings, limiting the need for information contained therein to be repeated at the meeting. Meeting minutes include only information discussed during the meeting with relevant reference to board packet documents as necessary. All board packet documents are available in records, along with meeting minutes.

Comment regarding the Board Packet: Due to Maggie's absence, we used a bit different procedure from the one Board members were used to and some reports did not scan well or did not get into the packet. That will be remedied when minutes are posted.

January meeting minutes approved.

Approval of new Board Member, Tara Badstubner, was moved from Old Business to the beginning of this meeting in order to facilitate her participation in any votes that might need to be taken at this meeting.

Discussion regarding Consent Agenda:

Director's Report See packet. Question regarding the Director's report: Did we hire a new circulation clerk? Yes. Had that been discussed at a prior Board meeting? The search was started in January because there was a need to fill openings for two nights. No additional hours were placed on the schedule. No additional comments on the Director's Report.

President's Report See packet. The President met with Tara Badstubner to provide some orientation to Board membership. A draft of the new lease from Malvern Borough was received just last night. The Building Improvement Committee will review the lease and make some recommendations to the Board. The lease will be sent to the Board for their review and discussion at the March meeting. Question regarding whether Board members have the expertise

to properly evaluate the lease. That may be an issue that will have to be addressed. But, we need to generate our questions and concerns first.

Treasurer's Report See packet.

Secretary's Report No report.

Friends Report See packet.

First, a reminder that all reports for the Board packet have to get to Emily by the Thursday before the Board meeting. That is essential because the Board packet becomes part of the Board meeting minutes that are made public.

The Friends Report was one of the documents that did not get into the Board packet before the meeting. So, highlights of the report were noted. Regarding the use of SignUpGenius, Danielle Kennedy is waiting for descriptions of the various committees from Russ. When that is received, she will make up the sign-up form to send out. We want to have a Friends meeting to explain the process before the form goes out. Question regarding the confidentiality of our patron list. SignUpGenius is for the use of the Friends group only and those people signed up voluntarily to be a Friend. Also, the system was set up at the library with a library user name and access for library staff. Megan would like to attend the next Friends meeting. She and Russ will be notified so they can both attend. The date for a March meeting has not yet been set.

Document Review Committee Report No Report.

Other Committee Reports

Fundraising (Wendy Waltman) See plan at the end of these minutes.

Wendy has looked at what we are doing now and has also reviewed the report provided by our fundraising consultants. Immediate goals are to improve on what we are already doing, to address the need for Board members to make financial contributions, and to pull our fundraising together as one effort. Comments were very positive regarding this approach. We are very pleased with outcome of Kimberton Whole Foods round up program. We will be tabling any fundraising events for now. Our goal is to increase fundraising by 10% over last year, approximately a \$3,000 increase.

A request was made that Board members be given talking points for each fundraising effort, including a draft of an email. How can Board members make a case for support and be ambassadors for the library?

Question regarding where things stand regarding the contribution of a portion of East Whiteland Township's recovery grant money to MPL. Latest information suggests the Township will be developing an application process. East Whiteland has a number of other issues they are addressing right now. We may have to be patient. Barbara Ann will follow up at a later date.

Communications/Marketing (Kathy Kavanaugh) See plan at the end of these minutes.

Kathy met with her committee. Input will be needed from all of the Board and staff to meet our goals. We must address branding and management of our metrics. The Board has to understand the metrics if we are going to measure our degree of improvement. We also need to be aware of our demographics and evaluate our communication methods, especially the way we communicate with our municipalities. There should be consistency across townships. We need a consistent, precise, pitch that utilizes our brand and our logo. This committee should support the other committees and their activities.

Discussion: This plan is a first for us. We need to add elected officials to our list of contacts. The plan helps us address all municipalities. That has not been done as well in the past as it should have been. Some challenges are that we need a core brochure and the website has been outgrown. Addressing that should be the number one priority. Where are we on our logo? We were to have that done by Arcus. We need to check on the status of that. Does it still matter for us to integrate the logo with the color scheme we plan for the building? We should see where things are regarding the Chester County website. Plans are being made for that to be redone. There is value to a link-up with CCLS. Is it possible to get graphic design from a business in exchange for publicity for them?

Kathy will explore website management and design options and present them at the March meeting. She will also check with CCLS to see where they are on their redo and if they can provide any advice or recommendations regarding website design. Emily will let Kathy know who to contact at the county office. Russ will see where Arcus is on the logo process and report back.

Programming See packet. No discussion.

Building Improvement (Russ Robinson) See packet.

The committee is continuing to gather information regarding costs. In the new lease, the Borough agrees to pay for new carpeting and paint. Megan has done an excellent job of laying out a plan for the children's area. Her plan has fewer built-ins and offers clarity with regard to costs. The time has come for the Board to make a decision regarding how much we are willing to spend on building improvement. We will not take a vote tonight. But, each Board member needs to be prepared to address that issue next meeting. We don't want to assume that all of our fundraising will go to building improvement. Community service, staff increases and collection improvement are priorities. How far are we willing to dip into our reserves for building improvement?

Old Business

Novel Tea update.

We are up to 23 tickets sold, 4th in number of all the libraries, a very good showing for a library our size.

Strategic Plan

The president made just one change in the plan beyond what we reviewed last time, at the request of one Board member. WiFi was dropped from the plan as not really strategic. Russ will talk with CCLS about how the WiFi access can be improved. Motion made and seconded to approve the strategic plan. Unanimously approved.

Approval of Vanguard Signatory

Resolution to add Kathy Kavanaugh as signatory for the Vanguard account. Unanimously approved. Megan, as staff representative of the MPL, will write a cover letter to accompany notification of the change.

New Business

Barbara Ann noted that there is a discounted HR service available to nonprofits. They would help with policy development and HR related issues.

The Children's Librarian asked about the status of in-person programming for children in March. Her suggestion was to couple in-person programming for 8-10, including parents, with virtual programming. Masks required for in-person attendance. Discussion: What are other libraries doing? It was reported that the main library is offering an in-person option. Since attendance is totally voluntary, and virtual is an option, why not leave it to the parents to decide if they want their child to attend? Should we see what the CDC says and then decide? That would mean no decision until March unless we leave it to the children's librarian to decide by herself. Shouldn't she have back up from the Board? It was reported that parents are asking for in-person story time at MPL on social media. Motion to begin in-person programming for children with virtual option, limiting in-person to 5 children. Approved with one Board member voting No.

Discussion of how to note the Juneteenth holiday. Should MPL be closed? Decisions on closures are made at the end of the year for the next year. That decision has already been made for this year. Is the library's mission better served with educational opportunity rather than closure? If more funding is needed to provide educational opportunities regarding the Juneteenth holiday, that funding is available.

A few additional comments: To all Board members, be sure your library card notes that Malvern is your home library. Who should attend the April 29th breakfast? Will it take place? Will it be outside? Looks like the date may have been changed. Any Board member who would like to attend. At least one Board member and one staff member should attend. Be sure to take the survey on the CCLS website.

Action Items

- All Board members, be sure to send your Board Packet report to Emily by **Thursday at noon** before the next Board meeting
- Russ will send the draft lease to Board members before the March meeting
- Vicki will schedule a Friends meeting when Danielle has the SignUpGenius form ready
- Vicki will notify Russ and Megan of the date and time of the Friends meeting so they can attend

- Barbara Ann will follow up with East Whiteland to see where things stand on the donation of a portion their grant money, but not before mid March to give them time to address other issues before them
- Kathy will explore website management and design options and report at the March meeting
- Emily will let Kathy know who to contact at CCLS regarding websites
- Russ will see if Arcus has begun a logo proposal plan
- All Board members need to consider the spending they would be comfortable with in regard to the building improvement project in preparation for the March meeting
- Russ will contact CCLS to see about WiFi improvement

Adjourned 8:45 PM

Victoria B. Damiani
Secretary

Addendum

2022 Development Goals Increase Fundraising Revenue by 10% in 2022 (\$33,000) Current fundraising revenue is raised from Give-a-thon, Kimberton WF round up at register, book sale, and CCLS author talk

1. Give-a-thon
 - a. Create stewardship procedures (i.e. thank you call and notes)
 - b. Solicit local business
 - c. Spring Appeal and Fall appeal follow up
 - d. Look at existing data to find opportunities to increase giving
 - e. Utilize the Board to review business outreach and stewardship activities
2. Donor Database
 - a. Investigate options for a fundraising database
3. Create a calendar of development activities for fundraising events and social media campaigns
4. Identify existing opportunities to promote giving to the library (i.e information on website, make a gift button on newsletters)
5. Achieve 100% participation on Board giving
 - a. Focus on participation and not dollars raised

MPL Development Activities Calendar

January February • Business Solicitation Letter March • Kimberton Whole Foods Register Round Up • CCLS Author Event April • National Library Week- social media campaign and call to action • Give-a-thon Spring Campaign May June July August September October • Fall outreach to LYBUNTS November • Giving Tuesday December Book Sale - Fall and Spring

MLB Communications/Marketing Committee Mission: Grow the brand and visibility of the Malvern Library through increased and updated communication channels in order to increase circulation, door count, program attendance, donations and ultimately, funding

Members: Kathy Kavanaugh Maggie Stanton Lindsey McQuiston Stacey Mayhorne

1rst Meeting: February 8, 2022

Approach Manage Metrics and Opportunities • Access current state • Look at demographics and define targeted segments • Determine metrics to manage and develop dashboards

Define Communication channels, current and future state • Evaluate current communication methods • Determine best way to reach current markets including new channels and methods

Communicate through and with Townships and drive engagement through new outlets for increased engagement • Board delegate to define and actively work with township

7,039 Current Active Members 36,000 Potential Circulation 739 Current Monthly Newsletter

Recipients Xxxx Current Program Attendance Build “value prop” for Malvern Library and ensure incorporation in all communications • “elevator pitch” • Utilize with Brand/logo • Capture in core literature Support additional committees and activities • Promotion and publicity for Events, Fundraising etc Communication Channels and Opportunity Website Newsletter Email Township Newsletters Print Local Media In-Library ✓ Core brochure with brand and message Currently utilizes Squarespace, which the library has outgrown Option: Hire local agency to manage Purchase new platform and self-mange Released Monthly to 700+ ppl ✓ Promotional opportunities Social Media ✓ Instagram 1100 followers ✓ Facebook ✓ Blogs etc Township Communications, Opportunities and Events East Goshen Total Market xxxxxx East Whiteland Total Market xxxx Malvern Borough Total Market xxxxx Willistown Total Market: xxxx ✓ Digital Newsletter, Quarterly (possible return to print ✓ Presence at East Goshen Park weekly farmers market ✓ Poet Laurate ✓ Book drop off at EG Township Center