

Malvern Public Library (MPL)
Board of Trustees Meeting Minutes
November 16, 2022

Attendance in-person: 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), Tara Badstubner (Willistown Township Appointee), Barbara Ann Thav (East Whiteland Township Appointee), Danielle Kennedy (Lead, Friends of the Malvern Library), Maggie Stanton, (MPL Director)

Attendance by Zoom: Carol Guest (Willistown Township Appointee)

Not attending: Tom Teti (Malvern Borough Appointee)

Call to Order: Russ Robinson called the meeting to order at 6:58 PM

October Board minutes approved.

See Board Packet of this meeting date for accompanying documents.

Comments regarding the Consent Agenda and Documents

An effort will be made for the Director's Report to be more analytical rather than just statistical, and for it to include comments from the Director. Sierra and OverDrive together are back to 2019 levels. Sierra is still below, but OverDrive has picked up significantly. Door count is still significantly below 2017-2019. The Children's Librarian led a very successful outreach to the Great Valley Schools, our first since Covid. For data comparison in performance and finances, the MPL should consider Downingtown and Avon Grove, since they are similar libraries in the CCLS.

Danielle, Tara, Russ and Vicki are working on a draft letter for use in building improvement fundraising.

The marketing proposal, an action item in last month's minutes, will go into the New Business section of the agenda.

Consent agenda approved.

Old Business

Budget

The payroll portion of the budget was discussed in the October Executive Session. Will we need more money set aside in the budget for advocacy? We think we can cover that with the budget as it is. Motion made and seconded to approve the budget. Unanimously approved.

Building Improvement

Kathy and Rebecca have met with and reviewed the proposals of 3 contractors regarding improvements to the entryway area of the library. One local contractor has emerged as the most responsive and capable of carrying out the project. Discussion of the appropriate order of work to be done, communication with the Borough, and the need to inform the CCLS of our plans. Our plan is to improve the current circulation desk. To replace it would be very expensive. Request that we be sure to include enclosed cases for community flyers. Barbara Ann will check with other libraries to see what they use. Will paint on the desk wear well enough? Only the front will be painted. The top laminate will stay. The coffee bar will match the plan for the desk.

We must be sure to ask for an extra box of flooring material in case some of it has to be replaced.

Motion made and seconded to appropriate \$30,000 for improvement of the entryway. The expectation is that the project will cost less. Motion unanimously approved.

New Business

Motion made and seconded to approve the Collection Development and Materials Selection Policy. Unanimously approved.

Discussion of an advocacy proposal developed by Barbara Ann. Main points: Important to have a broad scope. MPL Board should know when municipalities are meeting and should attend periodically. We could get on the agenda or speak at the public comment period. We should have a plan in place for advocacy actions each quarter. This effort would take mostly time, not money. Libraries in the CCLS are now required to keep a record of community outreach activities. This advocacy proposal should help with that. Keeping track of utilization of the MPL by all of our municipalities is essential as is increasing use for all of our municipalities. We must be sure all staff know to never refer anyone to another system library when we can make an extra effort to provide the service ourselves. How can we educate people to declare Malvern as their library? This should be mentioned at all of our program sessions. There will be further discussion and refinement of the advocacy proposal. Vicki will forward the CCLS email about the recent training to all Board members who did not attend.

Marketing Plan

Kathy's marketing plan was reviewed and discussed. The marketing and advocacy proposals have much in common. Improvement of the website was the first part of the marketing plan and it has been accomplished. Social media numbers are good. Other priorities are:

- Communication with the municipalities and being aware of how they communicate with their residents.
- Having a staff member contact municipalities to find out what events they have coming up
- Development of a quality brochure. We need different brochures for different purposes.
- Check on monetary value of use of the library for the average patron

Discussion of what a brochure would actually do and how it would be used.

Other comments

Do we have a plan for Giving Tuesday? Yes

Who can help our staff member with Christmas on King? Russ will.

Action Items

Tara, Russ, Danielle and Vicki will continue to work on the BI fundraising letter.

Barbara Ann will check regarding their glass enclosed flyer system.

Maggie will inform CCLS of our plans for the entryway.

Vicki will forward the CCLS training email to all Board members who did not attend.

Maggie will assign a staff member to checking with our municipalities to determine what events they have coming up and what is the best way to communicate with their residents.

Maggie will make development of quality brochures a priority, including gathering necessary data to include.

The next Board meeting will be **December 14th** instead of the 4th Wednesday due to the holiday. We will meet by Zoom.

Meeting adjourned 8:19 PM.