

Malvern Public Library (MPL)
Board of Trustees Meeting Minutes
January 26, 2023

Attendance by Zoom: Russell Robinson (President, Malvern Borough Appointee), Rebecca Dinucci (Vice-President, East Goshen Township Appointee), Kathy Kavanaugh (Treasurer, East Goshen Township Appointee) arrived 7:13 PM, Vicki Damiani (Secretary, East Whiteland Township Appointee), Carol Guest (Willistown Township Appointee), Barbara Ann Thav (East Whiteland Township Appointee), Maggie Stanton (MPL Director).

Also attending: Danielle Kennedy, MPL Friends Lead

Not attending: Tom Teti (Malvern Borough Appointee)

Call to Order: Russ Robinson called the meeting to order at 7:01 PM

Regarding December meeting minutes on the topic of Change of Meeting Days, the Secretary noted a discrepancy between the minutes and the list of meeting days Board members received. The minutes show that there will be Thursday meetings in January and March. The list received shows a Thursday meeting only in January. The list is in error. **Meetings for January and March are on Thursday. All other meeting dates will be on Wednesday.** The Director will distribute a corrected meeting calendar.

Minutes approved as written.

See Board Packet of this meeting date for accompanying documents.

The President noted that Tara Badstubner has resigned from the Board and Lindsey McQuiston has resigned from her position at the MPL. We thank them both for their contributions and wish them well.

Comments regarding the consent agenda:

The President reviewed our current financial status and provided an end of year report. We are cash flow positive. Contributions for 2022 were slightly under target, but more than they have been in past years. We overspent on payroll because we took on a fulltime staff member who was not in the budget. We did not spend any of our budget allotment in public relations or staff development and training, and only \$967 of our \$2500 allotment in fundraising. This needs to change in the coming year because we have work to do in all three of these areas.

The Program Committee has concerns that too many programs are being cancelled due to low enrollment. New ideas are welcome. Can we survey our patrons and see what they want? Maybe we need to address more programs to adults below the senior age range. A new survey is about to go out from the county. We will look to that for more guidance. Respondents will note which library they are commenting on. Clearly, enhanced outreach is needed. A Director's action item from last month was to provide necessary data for the marketing plan. That has been sent to Kathy, our Marketing Committee chair. Kathy will go through it in the next week and respond.

Suggestion that we obtain specifics from Lindsey on how to follow up on her work. This was Lindsey's last day. The Director believes she has what is needed to do that.

Consent agenda approved.

Old Business

Program Policy has been discussed several times and has been out for review in the Board packet. We are ready to vote. Motion made and seconded to approve the Program Policy. Unanimously approved.

Dates of review or development of policies will be added to the policies after they have been approved by the Board.

New Business

SAC (System Advisory Council) Representative-See Board packet for information on background and role of SAC. Barbara Ann has been attending SAC meetings with Carol filling in when Barbara Ann can not attend. Barbara Ann is requesting that the Board have input on that arrangement. After an extensive discussion of the importance of the meetings and how much decisions of the SAC affect the future of Chester County libraries, the current attendance arrangement was approved. All Board members are invited to attend SAC meetings and should try to attend when they can. Questions from other than the designated representatives are taken. The issues discussed are complex and important.

Board Retreat

It was agreed that, since we have a number of projects in the works right now, it would not be appropriate to schedule a retreat at this time.

Cameras

Malvern Borough is getting new security cameras. We could get some free of charge, just the cameras, not an installation package. Discussion followed regarding how long material remains available, to whom it is available, and how having cameras impacts the confidentiality issues of a library. Should we have a larger conversation regarding security in general? We addressed this issue once before in April of 2019 and did not follow through. A larger proposal is necessary including specifics on how this would be managed, who would have access, and cost. We should find out what other small libraries in the county system are doing with regard to security cameras. We should also do a review of our overall security policy.

Discussion of Friends and our fundraising efforts-Danielle would like to get the Friends group started on the role they will play in fundraising for building improvement. We currently have 2 versions of a fundraising letter and the brochure close to completion. Donation levels have to be finalized, along with the length of time they will be given public acknowledgement. Comment that we should be sure that avenues for matching gifts are clear. Russ will schedule a fundraising meeting for next week to address these issues. Danielle will attend so that Friends issues can be discussed.

Action Items

Next week, Kathy will review the marketing information Maggie provided and make marketing recommendations.

Maggie will gather the necessary information noted above, including the practices of other small libraries in the Chester County system, and prepare a proposal for security cameras.

Maggie will send a corrected meeting calendar to Board members.

Russ will schedule a fundraising meeting for next week, including the Friends lead.

Meeting adjourned 8:11 PM with Executive Session to follow.

THE NEXT BOARD MEETING WILL BE **WEDNESDAY** FEBRUARY 22nd 7 PM.