

The Public Library of the Township of Mahwah
Minutes of the Board of Trustees Meeting
January 18, 2017

Call to Order: Mr. Lee, President, called the meeting to order at 7:30 PM.

Present:

Ms. Clarkin
Mr. Grob
Mr. Koster
Mr. Lee
Mr. Wendrychowicz
Mr. Wolf
Mr. Hadelier
Ms. Laforme
Ms. Mercadante
Ms. Siciliano
Mr. Shaver

Absent:

Mr. Alderisio
Mr. Wendrychowicz
Mayor Laforet
Dr. Schoen

Pledge of Allegiance

Public Comment:

Secretary's Report:

The following revision was made to December 14, 2016 minutes under New Business:

A motion was made by Mr. Wendrychowicz and seconded by Ms. Clarkin to approve the request to allow Valley Hospital to charge attendees a registration fee for their program in March with the understanding that they are not making a profit. ~~Motion passed unanimously.~~ Motion passed, all were in favor except for Mr. Wolf who was opposed.

A motion was made by Mr. Lee and seconded by Mr. Koster to accept the minutes from the December 14, 2016 monthly meeting as amended. Motion passed unanimously.

President's Report:

Appointment of Trustee: Mr. Lee congratulated Ms. Clarkin on her re-appointment to the Library Board for a five year term, ending December 31, 2020. Ms. Clarkin took the Trustee oath of office that was administered by Ms. Mercadante.

Treasurer's Report:

Mr. Wolf reviewed the December 2016 Treasurer's Report and highlighted the following;

- Mr. Wolf stated that the preliminary year-end financials will be finalized before the audit in April. We finished the year at \$2,023,000 in revenue, \$6,000 more than the budget due to \$2,500 from an ESL grant, \$1,800 more in gifts and donations, and \$ 2,000 that was taken back from the unemployment reserve.
- Overall expenses for the year were down \$70,000. Of that, \$57,000 was in personnel costs due to staff turnover and re-organization. In the remaining categories library materials were down \$14,000, programs were on budget, operating expenses were down \$14,000, professional services were down

\$9,000 and buildings and grounds were up \$21,000 due to electric costs and various HVAC maintenance projects.

- In summary for the year we finished about \$75,000 better than planned. \$110,000 was transferred to the capital account to fund potential HVAC and roofing repairs, and other major capital projects as specified in the strategic plan.
- Mr. Wolf reported that the 2017 budget was reviewed during the November meeting and was revised to include the 20% increase for employee health benefit costs this year. The board discussed their concern that the library's medical insurance costs appear to be increasing at a faster rate than the Town's despite the library's decision to select an alternate plan specifically designed to control costs. Mr. Wolf stated that he would contact Frank Cavelli to arrange a meeting with Mr. Hadelier to discuss the rationale between the library and town's increase in medical costs.

A *motion* was made by Mr. Koster and seconded by Mr. Clarkin to accept the December 2016 Treasurer's Report. *Motion* passed unanimously.

Roll Call:

Mr. Alderisio - absent
Ms. Clarkin - yes
Mr. Grob - yes
Mr. Koster - yes
Mr. Lee - yes
Mr. Spiech - yes
Mr. Wendrychowicz - absent
Mr. Wolf – yes
Mayor Laforet – absent
Dr. Schoen - absent

Motion passed.

A *motion* was made by Mr. Koster and seconded by Ms. Clarkin to approve the January 2017 Bills for Payment.

Roll Call:

Mr. Alderisio - absent
Ms. Clarkin - yes
Mr. Grob - yes
Mr. Koster - yes
Mr. Lee - yes
Mr. Spiech - yes
Mr. Wendrychowicz - absent
Mr. Wolf – yes
Mayor Laforet – absent
Dr. Schoen - absent

Motion passed.

Staff Reports:

Mr. Hadelier introduced Ms. Caitlin Siciliano, Children's Librarian, and Ms. Joy Laforme, PR & Marketing Assistant, who started in June.

Joy Laforme, Public Relations & Marketing Assistant:

- Ms. Laforme explained that she takes care of the outward facing marketing which includes emails, social media and the inward facing marketing which includes the displays, power points, flyers and LED street sign. In addition, she manages the internal marketing development that includes a brand guide for staff to help them stay on brand when they are working on their own. Ms. Laforme passed around social media samples, she provides images that are posted on facebook by the librarians, they take care of the engagement and captions which facilitates the process for them.
- Ms. Laforme stated that she is a free lance illustrator by trade. She received her undergraduate degree from Messiah College and a Master's in design from Savannah College of Art & Design. Ms. Laforme passed out samples of her work that included the new member email, weekly email schedule, mock-up of new library cards designs and calendar samples.
- Mr. Wolf questioned how people are interacting with the new look of email and newsletters. Mr. Hadelers stated that we are enrolling more people. When patrons register or renew their library card, we send out a welcome email and add them to our email list.
- The board commented that Joy's work is professional and eye catching. Mr. Hadelers noted that Joy does an excellent job of designing material that differentiates between adults, teens and children. Mr. Hadelers stated that he is considering purchasing a larger format printer in order to create posters that highlight programs and services.
- Mr. Hadelers stated that we have made progress in ramping up our marketing efforts and have plans to send out a post card to re-introduce the library and advertise our borrow by mail and re-advertise eBooks.
- Mr. Wolf questioned if there are ways to tie Joy's work into the children's department in an effort to increase circulation. Mr. Hadelers stated that program attendance, door count and electronic resource borrowing continues to be strong while library material circulation is declining and agreed that we need to come up with a plan to increase children's circulation. Mr. Hadelers stated that included in the strategic plan is money and time to put thematic elements in the children's department. The board discussed different ways to encourage children in the community to read.

Caitlin Siciliano, Children's Librarian:

- Ms. Siciliano reported that she and two other library assistants, Libby Norris and Kerri Brown, visited the public libraries in White Plains, Greenwich, Westport and Darien. The purpose of their trip was to visit libraries looking for innovative ideas to bring back to Mahwah. Ms. Siciliano presented to the board cool things that these libraries are doing, dividing them up into three categories: things we can do quickly, things we can plan to do and things that we aspire to do.
 - What we can do now:
 - Display books outward facing which make people more likely to pick up the book, specifically end caps displays to display books outward facing at the end of the book shelves.
 - Staff bio posters advertising books that we like to read.
 - Bags of books that contain a certain genres for an age group that are ready to go.
 - Signage throughout the stacks with book store classifications such as cook books, biographies, etc.
 - What we can plan to do:
 - Develop and create a central theme for the department, making it a destination where children want to come.
 - Book store shelving, outward facing books.
 - What we can aspire to do:
 - Automated book drop
 - Computer lab that would allow us to have programs and classes for all ages.
 - Collaboration between all the departments, for example town-wide book clubs across the departments.
 - Signage to show patrons where they are going in the library.

- Ms. Siciliano stated that we do have considerably more programs in comparison to the libraries that they visited.
- Mr. Hadeler explained that after the quiet study rooms are finished, the new adult books will be displayed on book store style shelving, where they are easy to see and easy to browse.

Director's Report:

Personnel – Mr. Hadeler reported that Scott Merlino the maintenance technician has resigned and he will look for a replacement, in the meantime Barry Kelleher is helping out.

Boiling Spring Community Alliance Program - Mr. Hadeler reported that the Boiling Springs Savings Bank Community Alliance Program paid off \$612.00 for the fourth quarter of 2016, a total of \$1,500 for the second half of the year.

Committee Reports:

Buildings & Grounds:

Monthly Statistical Reports: The December 2016 statistical reports were acknowledged. Mr. Hadeler stated that he is going to share the BCCLS-wide comparison report with the staff. Mr. Lee stated that the report is worthy of discussion at the next meeting.

Old Business:

New Business:

Coalition against the Pilgrim Pipeline –

- Mr. Hadeler reported that today he met with Peggy Bost, who is working with a coalition against the Pilgrim Pipeline to raise community awareness about the pipeline. Peggy requested permission to display a large banner in the library.
- Mr. Wolf stated that the Town as a whole is against the pipeline and the coalition's purpose is to raise awareness to keep the quality of our water pure. Mr. Wolf stated that in the spirit of raising community awareness, if the Town is supporting that vision should not we make the public aware of what the Town is supporting.
- Mr. Lee and Mr. Spiech expressed concern that if we display a banner it is a political statement and other groups may make similar requests in the future.
- Mr. Hadeler stated that the library is a limited public forum, there are two bulletin board available for the public to post information. If the board agrees to allow this group to display a banner it broadens the scope of the library's public forum.

A motion was made by Mr. Koster and seconded by Mr. Lee to maintain our current policy.

Roll Call:

Mr. Alderisio - absent
 Ms. Clarkin - yes
 Mr. Grob - yes
 Mr. Koster - yes
 Mr. Lee - yes
 Mr. Spiech - yes
 Mr. Wendrychowicz - absent
 Mr. Wolf – no
 Mayor Laforet – absent

Dr. Schoen - absent

Motion passed.

Burger King - Mr. Hadelers reported that he received an email from a marketing coordinator for Carrols Corporation, the Burger King which is located on Rte. 17. They are interested in working with us to promote reading initiatives using book marks/coupons and certificates that would promote reading and market Burger King. Mr. Hadelers asked the board if they wanted him to look into it. Mr. Koster stated that in the past contributions to the library have been accepted from corporations. Mr. Hadelers stated that the teen and the children's departments do work with local vendors. Mr. Spiech recommended that Mr. Hadelers find out more information about what the program involves.

2017 Resolutions for professional service contracts and award of non-fair and open contracts for library materials:

Mr. Hadelers stated that there were no rate increases for this year's legal services agreement. Mr. Hadelers presented the retainer agreement from Price Meese, Shulman & D'Arminio, Attorneys at Law.

- A motion was made Mr. Wolf and seconded by Mr. Lee to approve Resolutions 2017-1 for Spire Group, CPA's and Consultants, as Accountant for the Library from January 1, 2017 through December 31, 2017.

Roll Call:

Mr. Alderisio - absent
Ms. Clarkin - yes
Mr. Grob - yes
Mr. Koster - yes
Mr. Lee - yes
Mr. Spiech - yes
Mr. Wendrychowicz - absent
Mr. Wolf - yes
Mayor Laforet - absent
Dr. Schoen - absent

Motion passed

- A motion was made Mr. Lee and seconded by Ms. Clarkin to approve Resolutions 2017-2 through Resolution 2017-08:
 - Resolution 2017-02, Price Meese Schulman and D'Arminio as General Counsel for the Library from January 1, 2017 through December 31, 2017.
 - Resolution 2017-03, Baker & Taylor, Award of Non-Fair and Open Contract to supply Library Materials from January 1, 2017 through December 31, 2017.
 - Resolution 2017-04, Amazon.com, Award of Non-Fair and Open Contract to supply Library Materials from January 1, 2017 through December 31, 2017.
 - Resolution 2017-05, Midwest Tape, Award of Non-Fair and Open Contract to supply Library Materials from January 1, 2017 through December 31, 2017.
 - Resolution 2017-06, authorization to use state contract vendors for purchases during the period of January 1, 2017 through December 31, 2017.
 - Resolution 2017-07, authorization to enter into a cooperative pricing agreement with the ESCNJ (Educational Services Commission of New Jersey).
 - Resolution 2018-08, Garbarini & Co. P.C. Certified Public Accountants, as auditor for the Library from January 1, 2017 through December 31, 2017.

Roll Call:

Mr. Alderisio - absent
Ms. Clarkin - yes
Mr. Grob - yes
Mr. Koster - yes
Mr. Lee - yes
Mr. Spiech - yes
Mr. Wendrychowicz - absent
Mr. Wolf – yes
Mayor Laforet – absent
Dr. Schoen - absent

Motion passed.

Trustee Education:

Upcoming Meeting Dates:

The next regular monthly meeting will be held on Wednesday, February 15, 2017 at 7:30 PM.

Adjournment:

A motion was made by Mr. Spiech and seconded by Ms. Clarkin to adjourn the meeting at 8:55 PM.

Respectfully submitted,

Angela Clarkin
Secretary