

THE HAVERFORD TOWNSHIP FREE LIBRARY ASSOCIATION
Board of Trustees Meeting (FINAL)

DATE: October 16, 2019

ATTENDING: Phil Goldsmith, President
Margaret Fox-Tully, Vice-President
Madeline O’Fria, Secretary
Debbie Cella, Treasurer
Jim Brown
Alyce Callison
Sukrit Goswami, Director
Donna Reeves

ABSENT: Scott Lowe

The meeting was called to order at 7:02 PM. Phil Goldsmith opened the meeting.

PUBLIC COMMENT: NONE

APPROVAL OF MINUTES: **Motion:** To approve the minutes of the September 18, 2019 BOT Regular Board Meeting. Proposed by Jim Brown, 2nd by Margaret Fox-Tully. Unanimously approved.

COMMITTEE REPORTS:

Finance Committee – Debbie Cella

In September Board Meeting, Board approved moving Book Fund to unrestricted fund. It was agreed upon that the money will be spent towards books in 2020.

The 990 is due to be filed on November 15, 2019. It was received by the committee. There were some minor changes suggested. A Final 990 will be in the November Board packet.

The September income (fines, DVDS) was up 30% from last year. September YTD revenue was down slightly overall and most of that had to do with fundraising and business sponsorships. Also, reciprocal borrowing was received last year in September and this year it was received in October. Our Revenue YTD is about the same, at 1% ahead of where we were last year. Our grants and Friends contributions are down a little bit. The YTD expenses are down significantly at about 12% from last year. Our overall gain is up about 30% for the year.

PRESIDENT'S REPORT: Phil Goldsmith

The Township has reached out to Bernardon as of yesterday to engage them to be the consultant. They will look at the draft they have for Brookline. We have provided to the Township everything that we already priced out from prior plans. How much longer the process will take is unknown. The issue comes down to whether it is a renovation here or rebuilding here; or whether there's demolition at Brookline to rebuild there. This is the purpose of the study. We would like to see a decision made before the end of the year. We need plan for how we can increase parking for the years ahead if we do not have the Brookline site. It does not make sense to put \$10 million renovation into current building and not address patron complaints about parking.

Library Instagram account is posting really great stuff. Our Instagram posts exceed what other libraries are doing with social media.

FRIENDS LIAISON REPORT: Sukrit Goswami

Jim was away during October Friends Meeting. The Annual Fall Book Sale led by Kathleen Roe was very successful. Friends Annual Book Sale raised \$8,064, over \$800 more than last year with 1 day less. Friends are now looking in to having a Photography event where portraits are taken and then 50% of profits will go to Friends.

DIRECTOR'S REPORT: Sukrit Goswami

- Annual Appeal since 11/9/18-10/10/19 is currently at \$42,500 which is 85% toward our goal of \$50,000.
- Dewey Decimal Dash Run & Walk being held Sat, Nov 16th currently has 15 registrations and 1 team. This is up from 6 registrations at this time last year. The Business Sponsorship for the Dash is currently \$8,575 which is lower than last year at this time at \$11,925.
- All-Staff Monthly Meeting tomorrow will continue to focus on cross training departments and policies.
- Business Breakfast was well attended with 98 Attendees and the YMCA new Book Drop has had more collections in 2 weeks than CREC had for the entire month of September.
- New Library Card holders for September totaled 160 people which was great for September's Library Card Sign-Up month.
- **Customer Engagement STATS** for September 2019 versus last year:
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	September 2018	September 2019
Patrons Visited	13,802	13,924
Adult Programs	17	27
Youth Services Programs	33	50
Adult Program participants	293	544
Youth Program participants	1,088	1,193
Circulation Transactions	5,522	5,409
Youth Services Circulation	12,479	12,462
Outreach Programs	12	6
Outreach participants	323	128
Reference Patron Inquiries	*	567
Homebound Visits	13	12
Adult Collection added	*	335
Children's Collection added	187	187
CREC item collections	118	204
CREC patrons	54	81
YMCA item collections	*	288
YMCA patrons	*	92

* Stats not available from 2018

b. Social Media outreach included 72 Facebook posts and an increase of 25 followers to 3,346. Instagram, and we had 50 posts, gaining 29 followers to total 734 currently.

- The Friends of HTFL Annual Fall Book Sale raised a tremendous \$8,064.77. That was an increase of \$803.62. The efforts of Kathleen Roe and all the Friends volunteers was greatly appreciated.
- Board of Trustees gave \$1000 for Staff Holiday dinner last year and the request is being made for the same this year.

Motion: To approve the gift of \$1,000 toward Staff Holiday party. Proposed by Margaret Fox-Tully, 2nd by Alyce Callison. Unanimously approved.

NEW BUSINESS: NONE

OLD BUSINESS: NONE

Motion: Motion to Adjourn proposed by Margaret Fox-Tully, 2nd by Jim Brown. Unanimously approved.

MEETING ADJOURNED: 7:48 PM