

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

DATE: January 15, 2020

ATTENDING: Phil Goldsmith, President
Margaret Fox-Tully, Vice-President
Debbie Cella, Treasurer
Jim Brown
Alyce Callison
Scott Lowe
Sukrit Goswami, Director
Donna Reeves

PUBLIC: Kathleen Sim

EXCUSED: Madeline O’Fria

The meeting was called to order at 7:00 PM. Phil Goldsmith opened the meeting.

PUBLIC COMMENT: NONE

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

COMMITTEE REPORTS: NONE

PRESIDENT’S REPORT – Phil Goldsmith

Phil Goldsmith discussed the parking situation at the current site with the Board. The Board discussed and acknowledged a need to make a resolution that aligns with the community’s sentiments.

The Resolution is to inform the Township of Haverford Commissioners of the Library Board’s preference that unless the Library Board of Trustees can be assured that there will be a meaningful increase in the parking to be provided at the site of the existing Library, the Board would prefer the construction of a new library at an alternative site.

APPROVAL OF RESOLUTION: **Motion:** To approve the resolution from the President’s Report. Proposed by Scott Lowe, 2nd by Jim Brown. Unanimously approved.

FRIENDS LIAISON REPORT:

- In December the Friends hosted a Photo session fundraiser called Peek-a-Book that was successful and raised \$500, they will host this event again.
- Holiday Book Sale sold 87 of the 94 book bundles for the Holiday Book Sale. Kathleen Roe headed the event and put many hours in to organize the event.
- Family Bingo event will be added this year in addition to the other Annual Bingo event.

DIRECTOR'S REPORT: Sukrit Goswami

- Our Annual Appeal this year has had a great start as we raised \$29,807 from 11/18/19-1/15/20 compared to last year of \$26,559 for that same time period. The Annual Appeal letter is being given to each patron during engagement at the library.
- ALA Mid-Winter conference and exhibits will be held the week of Jan. 24th at the Philadelphia Convention Center. Committee work will be done by Sukrit at the conference. All trustees are welcome and encouraged to attend with exhibit passes that Sukrit will provide to each member.
- Upcoming on Sunday, January 26th, is the Tea and Trivia program that should be as successful as the Book Bites Luncheon with a sold out event.
- HPED Window Display contest awarded 2nd place to HTFL for Most Creative Window Display.
- Reference department is looking into getting a Tech Desk in the Reference Area to serve our community with their technology needs. Reference suggested having two Tech desks next to the Reference Desk that showcases the technology and downloads that we have available for books and music like Kindle, Libby, Overdrive, and Hoopla.
- Employees' annual assessment is underway. We aim to finish this by first week of February.
- Customer Engagement for December 2019 versus the previous year have increased for the circulation statistics and social engagement. Youth Services programs and outreach have decreased compared to previous year due to the scheduled winter hiatus of programming in the department from 11/25/19-1/5/20.
- Social Media outreach has been increasing and there has been a great response to the increased publicity. There were 52 Facebook posts with an additional 23 followers bringing our total to 3,424 followers. Instagram had 40 posts, gaining 40 additional followers for a total of 869 currently. Twitter we continue to increase interactions with authors and other libraries. YouTube we posted our local author event talks and views increased 30% and we gained 3 new subscribers.

NEW BUSINESS: NONE

OLD BUSINESS: NONE

Motion: Motion to Adjourn proposed by Jim Brown, 2nd by Scott Lowe.

MEETING ADJOURNED: 7:52 PM