

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

DATE: November 18, 2020

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

EXCUSED: None

The meeting was called to order by Margaret Fox-Tully at 7:03 PM via Zoom.

PUBLIC COMMENT:

Library Information

Sukrit Goswami introduced Patricia Mungan and requested her to give an update on the new Library Assistants who are starting in the Circulation Department. Patricia gave background information on: Jessica, Rebecca, Austin, Celia, and John. All new hires love libraries, with some library experience. In addition, Jessica, John and Rebecca are all in college to receive a Masters in Library Science (MLIS) degree as well. Orientation occurred last week, with Patricia Mungan and Amy Moskovitz to overview Sierra and take a Library tour. Averaging 20-23 hours/week of day, evening and weekend hours. They will also cross-train in Youth Services, Technical Services and Reference and they are eager to learn all about what the library does.

Sukrit Goswami acknowledged Patti’s achievement on her 20 years of service to the Library. Margaret Fox-Tully presented Patti with a certificate of recognition for her level of professionalism, dedication, kindness, and warmth on behalf of the staff and the Board.

APPROVAL OF MINUTES: **Motion:** To approve the minutes of the October 14, 2020 Board of Trustee Meeting. Proposed by Jim Brown, 2nd by Scott Lowe. Unanimously approved.

COMMITTEE REPORTS:

Finance Committee: Debbie Cella

Debbie Cella reported on the Library Financial Reports for October 2020. She stated our cash position looks excellent. We have a liability of the PPE loan but will be able to submit the application for forgiveness in the next week. Our lending institution will have 60 days to review, if approved then the application will go to the SBA for final approval, which could take up to 90 days.

Debbie stated October numbers were reasonable considering the current pandemic. Our fundraising for a virtual Dewey Decimal Run/Walk proved successful with \$5000 in sponsorship and nearly \$10,000 in net income compared to \$18,000 in 2019. She reported our year to date fines are down 40-50%. Debbie reported our overall expenses were slightly decreased compared to 2019. Thereby, reflecting a net gain of about \$8,000 for the month.

Building Committee: Scott Lowe

Scott Lowe reported on a recommendation to hire the firm, C.B. Development Services, Inc. (CBD). CBD would be an owner representative for the pre-construction services needed by the Library prior to renovation begins. CBD has provided a proposal. The first step of scope of work is an investigative phase to review the status of library renovation and modifications to current design. In addition, CBD will look at the architect contract, amendments 5 & 6, in which the architect proposes an increase of about \$200,000 to complete renovation and modifications as well as possible plans to add expansion on plans for the second floor. Finally, CBD would prepare an updated budget and revised schedule for the project including design completion, construction and engineering, management services, temporary library move and location. The agreement includes rates for billing by the hour for project manager/principal at \$150-\$200/hr respectively, which are quite reasonable for services provided with expenses at cost. CBD is insured for services. The estimated cost for scope of services is \$15,000. Scott reported on the breakdown of hours estimated with cost for each scope of the service. CBD can also be hired as construction manager of the project in addition to the pre-construction services outlined in the proposal. CBD can schedule a meeting with the Building committee to work on scope of work. Phil, Jim and Scott have interviewed CBD and followed-up with references. The Finance Committee has received the CBD proposal for review and approved. The intention would be to pass on the invoice for payment to the Township.

Motion: To approve the November 5th proposal of CBD to complete the scope of work as detailed. Proposed by Scott Lowe, 2nd by Debbie Cella. Unanimously approved.

PRESIDENT'S REPORT: Phil Goldsmith

Phil Goldsmith reported that suggestions on the lease that were sent by Township be reviewed by Sukrit Goswami and Donna Reeves. The lease will then be presented to the Finance Committee and the Board to be resolved by December meeting.

Keeping an eye on Covid recommendation. Philadelphia Libraries have been closed. HTFL has decreased capacity in the library to remain cautious. The Township Manager is continuing with bi-weekly calls with the Library to work on recommendations.

DIRECTOR'S REPORT: Sukrit Goswami

Sukrit Goswami reported that we started the process and all the Annual Appeal letters will be mailed to approximately 2,400 people on Friday to our database contacts. The letter also will be handed out at all service desks and posted in the Connection e-newsletter. Phil Goldsmith assisted in drafting the letter and Youth Service Staff Member, Jules Walls, created artwork design. Due to Covid, the appeal this year has more urgency.

Along with the Library Board, DCL Library Directors, Managers and Staff we are watching the Covid recommendations carefully to decide on next steps. Press conferences from State and County governments have not offered additional guidelines. The Office of Commonwealth Libraries (OCL) has not mandated a course of action as it had done in March 2020. At this time, the Library will work with the Delaware County Library System (DCL) Board and Directors to keep informed on recommendations and the course of action of neighboring libraries.

Library News

- Patti Mungan, Circulation Manager, celebrated her 20 years of service to Haverford Township Free Library on November 3, 2020.
- Since November 12th, out of an abundance of caution we have reduced patron occupancy in the Library from 30 to 20.
- Contactless pick up and curbside service will continue to be offered to patrons. In October, we had 17 patrons use the contactless service to pick up 60 items.
- The 2020 Annual Appeal letter will be mailed this Friday, November 20th. Youth Service staff, Jules Walls designed the Appeal Letter artwork.
- A designated gift in the amount of \$2375 was received from Sean and Patricia Ryan for Children Tablet Collection. Sean lives in Bucks County currently but attended Haverford High School and used our Library frequently. The 20 tablets were received this week for use in the Youth Services Department.
- Five new Library Assistants have been hired for the Circulation Department. A group orientation was led by Patti Mungan and Amy Moskovitz last week. This new measure of training the staff was very informative.
- A total of 113 registrants participated in this year's Dewey Digital Dash. This virtual 5K event raised \$9,822 in proceeds for the library.

October Programs

- The PHILadelphia Education program on October 19th with Phil Goldsmith and Bill Marimow was very well attended with 120 participants for a live Zoom event.
- The Library's Youth Services department event Pajama Storytime on Tuesday evenings with Danielle, continues to be the most well attended virtual youth program with a reach of 920.
- Kickin' Cooking in Quarantine is the most popular adult program with an average of 70 engagements for each event.

Upcoming Programs

- Haverford Township Free Library had three elementary students win the Delaware County Libraries Fall Super Reader challenge. For the upcoming season, HTFL is part of the DCL #ReadGrateful fall reading program that reviews books of thankfulness. This program is for all ages and runs through December 20th.
- Fall adult programming will continue to grow and expand its virtual offerings as the needs change. Currently Facebook is the platform most often used by patrons to engage through virtual programming. Since beginning virtual programming in March, adult programs have had Facebook engagements totaling 5,846 views, YouTube viewers totaling 3,510, and Zoom participants totaling 395; with 782 adult, teen and children programs and a reach of 81,824.

Library Statistics

October 2019 vs. October 2020 STATS		
	October 2019	October 2020
Annual Appeal (Campaign Year Total)	\$43,232 (beg. 11/9/2018)	\$37,929 (beg. 11/18/19)
Patron Visits to the Library	14,784	7,176
Number of Patrons Checking Out Materials at HTFL	5,571	3,901
Number of Physical Items Checked Out	21,937	16,213
Number of Digital Items Checked Out (RB Digital Magazines and Libby ebooks)	4,382	5,814
Youth Programs Hosted	73	72
Total Youth Programs Attendees including engagement and reach* (2020 virtual formats in Facebook, YouTube, Zoom and Instagram)	1,827	4,623
Adult Programs Hosted	25	31
Total Adult Programs Attendees including engagement and reach* (2020 virtual formats of 5K sign-up, Facebook, Zoom and YouTube)	378	4,895 (Engagement: Facebook 223, Zoom 247, YouTube 20, 5K Participants 113. Reach: 4,292)*
Total Programs	98	103

HomeBound Visits	13	1**
Items Added to Youth Services Collection	165	132
Reference Inquiries	386	685

* Difference between engagement and reach in Facebook: engagement is when a video/program is clicked on to watch; where as an engagement is seeing the title but not clicking through to view.
 ** Homebound program on hiatus due to limited Reference Staff

FRIENDS LIAISON REPORT: Jim Brown

Friends of the HTFL monthly meeting went well. The volunteers are looking forward to starting the Book Bundles fundraiser in December if the efforts are not squelched by possible upswing in Covid cases.

NEW BUSINESS: None

OLD BUSINESS: None

EXECUTIVE SESSION: None

MEETING ADJOURNED: 7:53 PM