

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

DATE: February 17, 2021

ATTENDING: Phil Goldsmith, President  
Debbie Cella, Treasurer  
Alyce Callison, Secretary  
Madeline O’Fria  
Scott Lowe  
Jim Brown  
Sukrit Goswami, Director  
Donna Reeves, Business Manager

EXCUSED: Margaret Fox-Tully

The meeting was called to order by Phil Goldsmith at 7:01 PM.

PUBLIC COMMENT: NONE

APPROVAL OF MINUTES: **Motion:** To approve the minutes of the January 20, 2021 Board Meeting. Proposed by Scott Lowe, 2<sup>nd</sup> by Debbie Cella. Unanimously approved.

COMMITTEE REPORTS:

**Finance Committee – Debbie Cella**

Debbie Cella reported that the SBA approved our PPE loan forgiveness. Loan forgiveness will be reflected in our end-of-year adjustments. Revenue and expenses are on par with what was expected. Our Annual Appeal campaign is 25% ahead of where it was last year at this time. Our annual audit fieldwork will begin on March 15.

Scott Lowe communicated the importance for the Library to continue to maintain a system of the renovation budget, especially as the capital expenses and the pace of the project significantly and rapidly increase. He suggested that Debbie Cella look into this task.

Alyce Callison requested an informal summary of the renovation project history.

PRESIDENT’S REPORT: Phil Goldsmith

We have a meeting scheduled with the architects and owner’s representatives to review our block plans and the associated cost, in preparation to meet and present to the Township.

DIRECTOR’S REPORT: Sukrit Goswami

The Office of Commonwealth Libraries hosted an “Information Exchange” session that was attended by many library administrators across the commonwealth. The topics covered were:

- Results from a Snapshot survey in regard to libraries’ service during the pandemic
- Request to consider Curbside Hours as “open hours” for the state report
- Budget/Funding for Libraries was not cut, so that was the highlight
- Pandemic Related Areas of Concern
  - Operations
  - Classification of Library employees for vaccination

- Library material quarantine

*Document was attached detailing highlights of the Information Exchange session.*

### **Library News**

- All our circulation staff (7 staff members) are back to work after their quarantine period of 10 days and a negative covid test.
- New circulation staff began training in the Tech Services department.
- Youth Services has weeded 2,460 items and Reference has weeded approximately 553 items this month.. This effort will continue to increase as we move closer to the transition to temporary space during the renovation.
- We are exploring avenues for selling withdrawn materials through the Baker & Taylor Book Buy Back program. The Baker & Taylor program will take books for reuse and recycle, as well as offer a credit to our account for materials received.
- The next Friends Fundraiser will be on Feb. 25<sup>th</sup> from 11am - 9pm in partnership with Anthony’s Coal Fired Pizza. We request your participation by mentioning the name Friends’ when calling for a pick up or delivery order. Friends of the Library will receive 20% of proceeds. You may visit this link for more information and assist Friends with planning by committing to participate:  
<https://www.groupraise.com/events/175056>.
- Circulation remains high as patrons have expressed their gratitude for our continued Curbside Pickup Service. Our staff receives an average of 150 material requests daily for pick up at Haverford Township Free Library.
- In order to assist patrons during tax season, we have made the tax forms available on our website to print. In addition, patrons can request a copy of available tax forms through curbside pickup. This service is highly appreciated by the community.
- The 20 Kindle Fire HD kids tablets donated to the Youth Services Department are now available for Circulation. We have had a lot of traction on Social Media, as the announcement was the most popular post with over 1000 views.
- Our Virtual Tea & Trivia was a very popular adult program in January. Participants received a “grab & go” bag including tea, chocolate and Mary’s homemade scone. This program had 25 participants on Zoom.
- The most popular children's program in January was “Jules’ Try-It,” video in which they demonstrated how to make a paper snowflake. This program had 72 views.

### **Library Statistics**

January 2020 vs. January 2021 STATS		
	January 2020	January 2021
Annual Appeal (campaign start to end of month)	\$30,445 (11/18/19-1/31/20) YTD: \$1,577 (1/1/20-2/12/20)	\$38,145 (11/18/20-1/31/21) YTD: \$4,525 (1/1/21-2/12/21)
Curbside Patron Visits to the Library	-	2,197

Number of Patrons Checking Out Materials at HTFL	5,699	2,744
Number of Physical Items Checked Out	22,849	7,183
Number of Digital Items Checked Out (RB Digital Magazines and Overdrive/Libby ebooks)	4,754	6,842
Youth Programs Hosted	64 In person Outreach: 8	39 Virtual, 2 Interactive Programs (with grab and go activities)
Total Youth Programs Attendees (Including Virtual formats Facebook, YouTube, Zoom and Instagram)	1691 In person Outreach: 229	Facebook Reach: 7,804 Engagement: 146 Views: 1,458 Zoom: 2 YouTube: 18
Adult Programs Hosted	In person: 25	Virtual: 20
Total Adult Programs Attendees (Virtual formats including Facebook, Zoom and YouTube)	342	Facebook Reach: 1,813 Engagement: 146 Views: 698 Zoom: 131 YouTube: 16
Total Programs	89	61
Items Added to Collection	714	782
Reference Inquiries	476	310

\*Difference between Engagement, Reach and Views on Facebook: engagement means post was liked, shared or commented on, reach means the post appeared on feed, views mean program was watched in entirety or part.

**FRIENDS LIAISON REPORT:**

Jim Brown reported that the Friends nominated their new Board members at the February meeting. Friends are currently planning a fundraiser for February 25th for a takeout pizza night with 20% of the proceeds of sales going back to Friends. Jim conveyed the desire of the Friends' Board to be responsive to financial needs of the Library as needed.

**NEW BUSINESS:** The lease agreement between the Library and the Township has been signed and submitted to the Township. A lease was required in order for the Township to proceed with the bond issue process.

**OLD BUSINESS:** NONE

**MEETING ADJOURNED:** 7:42 PM