

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

DATE: July 21, 2021

ATTENDING: Margaret Fox-Tully, Vice-President Sukrit Goswami, Director
 Debbie Cella, Treasurer Donna Reeves, Staff
 Alyce Callison, Secretary Julie Schultz, Staff
 Jim Brown, Trustee

EXCUSED: Phil Goldsmith, President Madeline O’Fria, Trustee
 Scott Lowe, Trustee

PUBLIC: NONE

The meeting was called to order by Margaret Fox-Tully at 7:02 PM.

PUBLIC COMMENT: NONE

APPROVAL OF MINUTES: **Motion:** To approve the minutes of the June 16, 2021 Board Meeting. Proposed by Jim Brown, 2nd by Debbie Cella. Unanimously approved.

COMMITTEE REPORTS:

Finance Committee: Debbie Cella

Debbie reported the Library’s overall net position remains healthy. The year to date and year to year revenue and expenses have decreased by 1.7% and 1.8%, respectively. A year to year decrease in business sponsorships and meeting room fees was offset by a \$2,700 year to year increase in annual appeal contributions. The \$7,500 Technology grant awarded to the Library through PHC CARES has been expended on items that will support enhanced mobile live streaming, virtual meeting/group streaming, and updated Audio/Visual equipment for programs.

Building Committee: Sukrit Goswami

Sukrit reported that the Zoning Hearing Board meeting with the Township has been scheduled in person for August 5. The Library consultant will represent the Library at the meeting. The Building Committee continues to communicate with Library neighbors regarding expansion. Neighbor letters have been received in support of Library expansion.

PRESIDENT’S REPORT: Margaret Fox-Tully

Phil Goldsmith sent a report in advance to Margaret for the Board Meeting. Phil reported that the Library is prepared for the zoning meeting on August 5, while keeping the Township involved and engaged. Phil will continue to keep the Board informed.

DIRECTOR’S REPORT: Sukrit Goswami

Library News

- Patrons’ visits to the Library increased by 1500 compared to last month (May.) Our circulation of the Library materials has increased over 4000 since last month. Patrons have enjoyed the Library during the warm weather and the Summer Reading programs for all ages have been met with tremendous success. We have 90 participants in the

Adult Summer Reading Club, and 313 participants in the children and teens Summer Reading Clubs.

- Our programming in the park is bringing our community together in large numbers. The Zoo on Wheels programs at Merwood Park had over 300 participants making it one of the most successful programs since reinstating in-person outside programming. This month alone we had over 840 attendees at our programs in the park.
- Library has returned to many of the pre-pandemic services. Our patrons have appreciated being able to sit and work in the Library, read the newspapers, use the computers for an extended period, utilize the remote book drops, and the ability to attend the many programs offered at local parks in the community.
- The change to optional masks on the 1st floor has gone smoothly. The masks are still mandatory in the Youth Services department for the safety of our younger patrons. Staff have been provided with N95 masks for their safety.
- The Teen Services Librarian position has been filled. Elizabeth Marshak, will begin in this role in mid-August. In addition two Library Assistants, Baruch Levine (Circulation) and Kirsten Ryan (Youth Services) will be joining us this month.
- After much research, a new People Counter device has been purchased. This will be installed at the entrance to the Library.
- In response to challenges of library materials received this month the reconsideration of library materials committee met to discuss challenges with final determination made by the Director.
- Our Sounds of Summer event this Friday, July 23rd at 7:30 pm at Merwood Park will be very popular with the band *Conjunto* playing Cuban jazz. It is our first time hosting live music in 16 months. The library staff and our community are very excited about this event. Bring a chair and a blanket, and enjoy this musical evening with us.

STATs for June 2020 vs. June 2021

Annual Appeal (campaign to date and YTD)	\$35,195 (11/18/19-7/15/20) \$6,048 (1/1/20-7/15/20)	\$45,459 (11/18/20-7/15/21) \$9,654 (1/1/21-7/15/21)
Patron Visits to the Library	569 (Curbside pick-up begins- 6/15-6/30/2020)	6,413
Number of Patrons Checking Out HA Materials (includes HTFL patrons checked out through DCL*)	569 Curbside pick-up only	4463*
Number of Physical HA Items Checked Out	1,660	19,018
Number of Digital Items Checked Out (RB Digital Magazines and Overdrive/Libby ebooks)	6,936	5,980
Youth Programs Hosted	Virtual: 65	Virtual: 19 In-Person: 18

Total Youth Programs Attendees (Including Virtual formats Facebook, YouTube, Zoom and Instagram)	Facebook Reach: 4272	Facebook Reach: 3631 Views: 795 Zoom: 25 Youtube: 38
Adult Programs Hosted	Virtual: 60	Virtual: 26 In-Person: 2
Total Adult Programs Attendees (Virtual formats including Facebook, Zoom and YouTube**)	Facebook Reach: 21,105 Engagement/Views: 666 Zoom: 43 Youtube: 528	Facebook Reach: 1570 Engagement: 113 Views: 516 Zoom: 118 Youtube: 94 In-person: 58
Total Programs	Virtual: 125	Virtual: 45 In-Person: 20
Items Added to Collection	Adult: 0 YSD: 0	Adult: 253 YSD: 302
Reference Inquiries	Virtual: 112	Virtual: 9 In-Person: 173

**In June 2020 we did not count Facebook engagement/views separately. Note: the difference between Facebook reach, engagement, and views-- reach is scrolled past the post or feed, engagement is a like, share or comment on post, view is patron watched a program in whole or part.

FRIENDS LIAISON REPORT: Jim Brown

Jim Brown reported the election of officers is delayed until the next meeting. The positions of President and Vice President will be kept for the Friends' Board as they have voted not to have co-chairs for the position of President. The Friends are preparing for the Annual Fall Book Sale fundraiser that will be on Haverford Township Day on October 2.

NEW BUSINESS: NONE

OLD BUSINESS: Sukrit Goswami will send the updated draft of the Social Media Policy to the Board for additional review and comments. Alyce Callison suggested that having Library Board meetings in-person be assessed before the next Board Meeting which will be September 22.

EXECUTIVE SESSION: NONE

The meeting was adjourned at 7:34 PM.