

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

DATE: November 17, 2021

ATTENDING: Phil Goldsmith, President
Margaret Fox-Tully, Vice-President
Debbie Cella, Treasurer
Alyce Callison, Secretary
Jim Brown, Trustee

Sukrit Goswami, Director
Donna Reeves, Staff

EXCUSED: Scott Lowe, Madeline O'Fria

PUBLIC: Emily Woodward, Sheryl Forste-Grupp

The meeting was called to order by Phil Goldsmith at 7:04 PM.

PUBLIC COMMENT: NONE

APPROVAL OF MINUTES: **Motion:** To approve the minutes of the October 20, 2021 Board Meeting. Proposed by Margaret Fox-Tully 2nd by Debbie Cella. Unanimously approved.

COMMITTEE REPORTS:

Finance Committee: Debbie Cella

Debbie reported on the Library's overall net position for year to date (YTD) and year to year for September and October. For YTD we have slight decrease in surplus due to spending of grant funds received in 2020. The township contribution for October was not yet received in the mail so October assets show a decrease which will adjust in November. The Library shows no extraordinary liabilities. A grant of \$5,000 was received by the Trent Stetler Foundation for mental health in which a portion of the funds were used for staff training in suicide prevention. The 2022 Annual appeal campaign will begin tomorrow with the mailing of Appeal letters. Report shows an expenditure of \$12,000 on early literacy stations in children's areas which was purchased with funds from the AWE Grant.

PRESIDENT'S REPORT: Phil Goldsmith

Phil Goldsmith reported he will bring the newly elected township commissioners up to speed in a separate meeting. Phil invited commissioner-elect, Sheryl Forste-Grupp to sit down in the future to talk about Library budget.

DIRECTOR'S REPORT: Sukrit Goswami

Library News

- This year's Annual Appeal letter will be mailed on Thursday, November 18, 2021, as planned.
- Our Dewey Decimal Dash event was a huge success with 220 runners, walkers and virtual participants. There were over 50 volunteers to help with registration and race marshalling. We had 37 business sponsors. This event raised over \$13,000 for the Library. Several participants emailed that they had an enjoyable and safe experience with the in-person race.

- We received a kind letter from Dr. Maryann Plowman in memory of her late husband, Robert Plowman. Robert, a former Friends Board Member was a longtime supporter of the Library.
- We will be proposing a plan to consider a Library Amnesty Day during *I Love Libraries Month* in February 2022. This highly anticipated day gives our patrons an opportunity to receive reduced fines when they return their long overdue items.
- We have reached out to the new Commissioners-Elect to discuss the mission and vision for the Library. We have met with one Commissioner-Elect and made arrangements to meet with the other two.
- DCL will conduct the Directors Meeting on Thursday, November 18, to discuss in depth the New DCL Strategic Plan.
- Staff annual evaluations will begin this week.
- We are planning on hosting In-Person Youth Services and Adult programs in a limited capacity with advanced registration. The potential starting time frame is in December - January.
- This month, we welcomed our newest staff member Kiyoshi Nature. Kiyoshi was hired as a Library Assistant I for the Youth Services Department.
- The Keystone Grant application was submitted on Friday, October 29 in the amount of \$750,000. We anticipate a response by March 2022.
 - The Friends Board Members voted to contribute \$20,000 to the Library Renovation which was indicated on the Keystone Grant.

Library Statistics

	Oct 2020	Oct 2021
Annual Appeal (Campaign to date and YTD)	\$37,659 (11/18/19-11/12/20) \$8,512 (1/1/20-11/12/20)	\$51,601 (11/18/20-11/12/21) \$15,796 (1/1/21-11/12/21)
Patron Visits to the Library*	7,176	10,906*
Number of Patrons Checking Out HA Materials (includes HTFL patrons checked out through DCL)	3,901	3,913
Number of Physical HA Items Checked Out	16,213	14,735
Number of Digital Items Checked Out (RB Digital Magazines and Overdrive/Libby ebooks)	5,814	5,438
Youth Programs Hosted	Virtual: 72	Virtual: 24 In-Person: 11
Total Youth Programs Attendees (Including Virtual formats Facebook, YouTube, Zoom and Instagram)	All Social Media Platforms: 11,666 (includes views/reach)	Facebook Reach: 10,498 Engagement/Views: 1,022 Instagram Views: 972 Zoom: 2 Youtube: 289
Adult Programs Hosted	Virtual: 31	Virtual: 15 In-person: 4
Total Adult Programs Attendees (Virtual formats including Facebook, Zoom and YouTube**)	Facebook Reach: 4,895 Engagement/Views: 223 Zoom: 247 Youtube: 20 Virtual: 113 (5K)	Facebook: 0** Zoom: 115 Youtube: 91 In-person: 119 Podcast Listens: 31
Total Programs	Virtual: 103	Virtual: 39 In-Person: 15

Items Added to Collection	Adult: 0 YSD: 132	Adult: 223 YSD: 144
New Library Cards Issued	71	133

*Statistic includes the high volume of visitors on Haverford Township Day 10/2/21.

**In Oct 2021 Adult programs began posting directly to YouTube instead of Facebook.

Note: Difference between engagement, reach and views in Facebook. Reach includes scrolling past post on page, Engagement includes a like, share or comment, Views include watching the video in entirety or part.

FRIENDS LIAISON REPORT: Jim Brown

Jim Brown reported he missed the last Friends meeting and will report from the minutes shared. The Friends committed a \$20,000 contribution in support of the Keystone Grant project for the Library. A membership drive is planned beginning with 100 mailers. Friends discussed book sorting and inventory with items sorted in 2 categories:

1. Books no one will want, Kathleen will donate.
2. Sellable books to be organized.

Currently continuing to make book bundles for the holidays. Most fundraising was suspended during COVID.

NEW BUSINESS: Board had no changes to Trustee Meeting Dates and Holidays for 2022. Library use of state aid is a document that is provided each year to indicate how Library funds will be appropriated for collections, benefits and technology.

OLD BUSINESS: NONE

EXECUTIVE SESSION: Entered at 7:26 pm to discuss Renovation issues and Personnel matters.

The meeting was adjourned at 8:26 PM.