

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

DATE: October 20, 2021

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

Sukrit Goswami, Director
Julie Schultz, Staff

EXCUSED: Scott Lowe, Trustee
Donna Reeves, Staff

PUBLIC: Emily Woodward

The meeting was called to order by Phil Goldsmith at 7:02 PM.

PUBLIC COMMENT: NONE

APPROVAL OF MINUTES: **Motion:** To approve the minutes of the September 22, 2021 Board Meeting. Proposed by Margaret Fox-Tully 2nd by Jim Brown. Unanimously approved.

COMMITTEE REPORTS:

Finance Committee: Debbie Cella

Debbie stated the Finance Committee will report on month in November Board meeting.

PRESIDENT’S REPORT: Phil Goldsmith

Phil Goldsmith reported the Zoning Hearing Board did not approve Library extension. Letter was mailed to local residents and posted at the Library with details of zoning decision.

DIRECTOR’S REPORT: Sukrit Goswami

Library News

- The Library Programs had great participation at events in September.
 - Although the Business Breakfast in the Park had to be rescheduled, we still had a great turnout with nearly 60 attendees with businesses and community leaders.
 - The Haverford Township Day was a success with 11 Board Members and Staff walking in the parade. We handed out approximately 750 Dewey Decimal Dash flyers as well as additional outreach material to the community at 2 Library tables during the event.
 - Our first adult “Take and Make” program: Tiny Art Gallery is a hit with only a few art bags available out of the 40 offered.
 - The Library Podcast, All By Our Shelves, is an exciting new program that is produced and edited by the Reference Department. The program reviews the Reference Departments recommended new titles available at the Library. The podcast had 15 views on the first day.

- Storytimes at the park are still well attended despite the increasing temperatures. The Youth Services Department is receiving positive feedback on the staff and programs.
- Next month, Youth Services will continue their Outreach with outdoor storytimes at local daycares, as well as Trunk and Treat events at the YMCA and Haverford HS.
- The Dewey Decimal Dash planning is well underway with more than 70 participants registered and nearly \$6000 in Business Sponsorships.
- The Friends Book sale at the Haverford Township Day event did very well raising \$1,207.50, which was \$250 more than previous Haverford Township Day in 2019.
- The Library has added 25 additional Hotspots with the new circulation time of 3 weeks. We have already received great feedback from our patrons, who are very happy with the extended check out time.
- The All Staff Training of Question, Persuade, and Refer (QPR) was attended by 21 staff members and 1 Board Member. The training was made available by the Trent Stetler Foundation for Mental Health.

Library Statistics

	Sep 2020	Sep 2021
Annual Appeal (campaign to date and YTD)	\$37,094 (11/18/19-9/21/20) \$7,947 (1/1/20-9/21/20)	\$49,379 (11/18/20-9/21/21) \$13,574 (1/1/21-9/21/21)
Patron Visits to the Library	7,317	6,447
Number of Patrons Checking Out HA Materials (includes HTFL patrons checked out through DE)	3,576	3,739
Number of Physical HA Items Checked Out	18,474	14,621
Number of Digital Items Checked Out (RB Digital Magazines and Overdrive/Libby ebooks)	5,887	5,881
Youth Programs Hosted	Virtual: 30	Virtual: 21 In-Person: 13
Total Youth Programs Attendees (Including Virtual formats Facebook, YouTube, Zoom and Instagram)	All Social Media Platforms: 4,223 (includes views/reach)	Facebook Reach: 12295 Views: 47 Zoom: 2 Youtube: 47
Adult Programs Hosted	Virtual: 31 In-person: 1	Virtual: 14 In-person: 3
Total Adult Programs Attendees (Virtual formats including Facebook, Zoom and YouTube**)	Facebook Reach: 5501 Engagement/Views: 266 Zoom: 148 Youtube: 68 In-person: 27	Facebook Reach: 0 Engagement: 0 Views: 0 Zoom: 117 Youtube: 46 In-person: 83
Total Programs	Virtual: 61	Virtual: 35 In-Person: 16
Items Added to Collection	Adult: 212 YSD: 65	Adult: 239 YSD: 80
Reference Inquiries	Virtual: 3 In-Person: 768	Virtual: 4 In-Person: 168

**In Sep 2020 we did not count views/engagement separately

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

FRIENDS LIAISON REPORT: Jim Brown

Jim Brown reported the Friends Book Sale netted over \$1,200 with the help of Friends volunteers which was an increase from Haverford Township Day in previous years. Board is again active in renewing membership. The Membership Campaign was on hiatus in previous year due to pandemic. The membership renewals are again being recruited. In addition, the website will be updated to new server that will be more functional and easier to update.

NEW BUSINESS: NONE

OLD BUSINESS: NONE

EXECUTIVE SESSION: Entered at 7:12 pm to discuss Legal issues and Personnel matters.

The meeting was adjourned at 7:47 PM.