

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

DATE: September 22, 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
 Madeline O’Fria, Trustee
 Scott Lowe, Trustee
EXCUSED: Phil Goldsmith, President

PUBLIC: Emily Woodward

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 July 21, 2021 Board Meeting. Proposed by Debbie Cella, 2nd by Scott Lowe. Unanimously approved.

COMMITTEE REPORTS:

Finance Committee: Debbie Cella

Debbie reported the Library’s overall net position for year to date and year to year revenue and expenses have decreased by 1% and 0.3%, respectively. The Library’s current assets reflect a year to year increase of 17.85% while current liabilities reflect a (85.4%) decrease over 2020 due to PPP loan. Overall, year to year fundraising has increased 5.6%. We received \$2,300 for fines received through the County website payment portal. Library expenses increased for Library Collections due to timing of invoices, and professional fees for the zoning attorney. The zoning attorney professional fees will be reallocated to capital expenditure once the zoning process is complete. Scott Lowe suggested that the separate financial report with revenue and expenses specific to the renovation be shared with Board Members. Debbie Cella stated that the report can be pulled from monthly financial reports and specific capital expenses can be provided at Board Meeting.

Building Committee: Scott Lowe

Scott Lowe reported that the second presentation to the Zoning Hearing Board in September went well. The next Zoning meeting is scheduled for October 7. Renovation could possibly start in late Spring 2022 with construction finishing approximately Spring 2023.

PRESIDENT’S REPORT: Margaret Fox-Tully

Phil Goldsmith sent a report in advance to Margaret for the Board Meeting. Phil reported that the Library anticipates a ruling from the Zoning Hearing Board at the next meeting on October 7 for the library expansion.

DIRECTOR’S REPORT: Sukrit Goswami

Library News

- The Reference Staff have developed Make and Take Kits: these ongoing take home kits offer a new creative opportunity for our adult patrons. The first kit is a Tiny Art Gallery. Adult patrons will be asked to use the miniature canvas, paint, and paintbrush provided in the kit to create their interpretation of a favorite book. They will be invited to return their canvas for display in the second floor hallway. Two of our highly anticipated Fall events will bookend the start of many new programs:
 Sep 30 Business Breakfast - *new date*
 Oct 2 Haverford Township Day Parade, Booths and Friends Book Sale
 Oct 3 New Graphic Novel Book Club
 Oct 15 All By Our Shelves Library Podcast
 Oct 18 Cooking with HTFL- *using Demo Kitchen*
 Nov 6 Dewey Decimal Dash
- The Youth Services Department has added a social media tool on Instagram called Reels. Use of Reels has increased the contact interaction by 92.7% compared to the previous month. YSD staff use Reels to promote library services, give book reviews and a behind the scenes look at life in the library.
- Library outdoor events continue to be well attended. Conjunto Live Jazz at Merwood Park had over 200 participants. The 3 weekly storytimes at the park average 40 participants at each event.
- Library offerings have increased including computer and newspaper use, remote book drop use, hours of operation and table seating areas. The change to mandatory masks for all patrons has been updated due to CDC recommendations.
- The Library will begin interviewing for a Library Assistant to fill vacancies in the Youth Services Department.
- Our new state of the art overhead People Counter is installed. This device provides us with the ability to use various criteria to track accurate statistics.

Library Statistics

	July 2020	July 2021	August 2020	August 2021
Annual Appeal (campaign to date and YTD)	\$35,830 (11/18/19-8/21/20) \$6,683 (1/1/20-8/21/20)	\$48,084 (11/18/20-8/21/21) \$12,279 (1/1/21-8/21/21)	\$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	Curbside: 526 (7/1-7/11/2020) In-person: 2,098	7,049	Curbside: 37 In person: 3,449	6,998
Number of Patrons Checking Out HA Materials	2,115	5,019	3,624	4,924
Number of Physical HA Items Checked Out	10,401	21,076	17,911	19,938
Number of Digital Items Checked Out (RB Digital Magazines and Overdrive/Libby ebooks)	6,837	6,454	6,569	6,650

Youth Programs Hosted	Virtual: 101	Virtual: 32 In-Person: 26	Virtual: 52	Virtual: 21 In-Person: 37
Total Youth Programs Attendees (Including Virtual formats Facebook, YouTube, Zoom and Instagram)	All Social Media Platforms: 4659 (includes views/reach)	Facebook Reach: 3703 Views: 971 Zoom: 25 Youtube: 81	All Social Media Platforms: 17454**	Facebook Reach: 10846 Views: 2893 Zoom: 9 Youtube: 139
Adult Programs Hosted	Virtual: 61	Virtual: 21 In-person: 3	Virtual: 51	Virtual: 16 In-person: 2
Total Adult Programs Attendees (Virtual formats including Facebook, Zoom and YouTube**)	Facebook Reach: 18194 Engagement/Views: 727** Zoom: 112 Youtube: 245	Facebook Reach: 1185 Engagement: 74 Views: 402 Zoom: 101 Youtube: 109 In-person: 249	Facebook Reach: 13707 Engagement/Views: 1050** Zoom: 94 Youtube: 155 In-person 20	Facebook Reach: 1289 Engagement: 106 Views: 349 Zoom: 49 Youtube: 4 In-person 28
Total Programs	Virtual: 162	Virtual: 53 In-Person: 29	Virtual: 103	Virtual: 37 In-Person: 39
Items Added to Collection	Adult: 107* YSD: 60	Adult: 144 YSD: 240	Adult: 107* YSD: 62	Adult: 302 YSD: 144
Reference Inquiries	Virtual: 937*	Virtual: 7 In-Person: 207	Virtual: 937*	Virtual: 6 In-Person: 160

*Approximate figure averaging July/August Stats

**In July/August 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 election of officers took place at the August meeting. The positions of President and Vice President will be Alex Reed and Hope Selig, respectively. The Friends are preparing for the Haverford Township Day Book Sale fundraiser that will be on October 2 in front of the Library on Mill Road.

NEW BUSINESS: NONE

OLD BUSINESS: NONE

EXECUTIVE SESSION: Entered at 7:27pm to discuss Personnel matters.

The meeting was adjourned at 7:37 PM.