

NORMAN WILLIAMS PUBLIC LIBRARY
BOARD OF TRUSTEE MINUTES, October 20, 2014

PRESENT: Peggy Fraser, Chris Lloyd, Anne Marinello, Gary Horsman, Ann Sadowsky, Ann Debevoise, Karen Gilmour, Gennie Lawrence, Andy Caffrey, Jenn Falvey, Jack McGuire, Sarah Robeerts, Garfield Goodrum (via Telecast), and Jennifer Belton, Director.

Jack called the meeting to order at 5:15 p.m.

MINUTES:

1. The Minutes of August meeting were corrected to replace reference to endowment, which will now be called the Library Reserve Fund. [GL/AS]
2. The Minutes of September meeting were corrected for spelling of George Helmer's name; and to include mention of "paving" in the \$7,600 proposal for drainage remediation in the Buildings and Grounds report. [AS/AD]
3. Both sets of Minutes were accepted with changes by unanimous vote.

ELECTION OF OFFICERS: [moved to Executive Session at conclusion of meeting]

TREASURER'S REPORT: Garfield Goodrum

1. P&L and Balance Sheet for September have not been finished/reviewed yet.
2. In support of cost cutting changes, the following steps have been taken:
 - a. Consolidated all bank accounts with Mascoma
 - b. Researching savings by using "stamps.com" rather than Pitney Bowes machine
 - c. Want "arms length" relationship with web developer/vendor: first quote is between \$1,000 - \$5,000; have name of VT State vendor; considering also WordPress and Square Space...all more economical and easily edited in house
3. JM asked GG to provide a financial review of Financials of first Quarter at next meeting. We are showing only slightly behind projections at this time, when usual situation is that NWPL is quite far behind projections
4. Cash on hand is \$43,000, which is adequate for needs at present

LIBRARIAN'S REPORT: Jennifer Belton

Forthcoming celebration:

- Centum Triginta! On November 15th the library will celebrate its 130th anniversary! Celebratory activities will include a recognition of International Game Day.
- November will also be the month we open our stacks and provide free library cards. The loan period will be six months and we hope to encourage surrounding townspeople to come in and pick up a library card.
- Barnard agreed to pay for library cards for students aged 5 to 18. We need to approach Pomfret, and Bridgewater to do the same.
- Picnic tables continue to be an outstanding success for increasing foot traffic, encouraging use of the library, and by kids after school.

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- Scarecrow building was great fun with the kids. This appears to be a big attraction for fall visitors and it contributes to the attraction of the town and promotes economic development.
- Snow guards on the roof over the handicapped access way have been installed
- Dave Sullivan is at the helm of developing a new normanwilliams.org web site
- The library will host a Halloween party, October 31st in the Children and Youth library
- The Library Legacy Society event in September 19th at Charlotte Danly Jackson's home was a success. Many thanks to Michael Ricci for the organization of the event. Both Chris Lloyd and Ann Sadowsky direct legacy giving.
- The Annual Meeting of Corporators on Sept. 29th was well organized and attended
- Heidi White is helping with the marketing of Friends of the library events and with the Trustees for the fund raising Nov. 2nd auction

Statistics: Sept. 2014

- Per our door counter, we had 6,093 visits from 9/16 to 9/30
- Patron library card holders: 60% are from Woodstock, followed by Barnard, Bridgewater Pomfret and Reading totaling 3,225 patrons. (We purged 1300 names from our patron database of those people who have not borrowed books for three years or more.)
- Our book and information holdings total 53,426 books, journals, newspapers, audio books, DVD's and other information sources.
- Last month, 3483 books and other sources were loaned to our patrons, (Compared to 4,556 in August and 4,593 in July) including 105 borrowed from other libraries. Almost half of our books are borrowed from the Youth and Children's library. Additionally, 76 books were lent by NWPL to other public libraries.
- Community members and tourists connected to the Internet to upload and download information (emails, searching, posting to Facebook, etc.) 3,011 times in September with usage of 41.71 GB
- The public used our computers 361 times in Sept. and 75 people brought in their own laptops to connect to our network.
- Librarians responded to 400 questions
- Volunteers contributed 206 hours
- Programs: 24 programs were attended by 380 adults, and 15 children's programs were attended by 183 children and caregivers.

St. James Church held 4 services in September attended by 260 parishioners

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A discussion of the safety and liability that NWPL may incur from the large numbers of children seeking use of NWPL and the grounds ensued. Jen will check the insurance and get back to the board quickly. The consensus of those present is that the Staff should consider relevant issues involved and make a presentation to the board, if steps should be taken. Concern is that if we make a policy, we are tacitly taking responsibility for use of public lawn at the front of the building.

COMMITTEE REPORTS:

1. Development Committee: Chris Lloyd and Ann Sadowsky
 - a. one result of Legacy event has been the verbal commitment of proceeds of an IRA to our Library Reserve Fund. Follow up should take place.
 - b. Fall Appeal is to be sent in November
 - c. AUCTION: site is up and there have been several, but not many bids; coverage has been seen in all local papers – some ads and some stories; ask that emails to Library Patrons and Corporators be sent.
 - d. AUCTION EVENT: scheduled for November 2, from 5-7 p.m., after closing bids are made; Raffle for two \$250 Shopping Sprees at Yankee Bookshop will be drawn (not too late to get more tickets sold!); ALL BOARD MEMBERS ARE REQUESTED TO BRING APPETIZERS, as at Gala.
 - e. GG referred to a question regarding the Endowment Campaign at the Annual Meeting, which was in response to Jack's remarks at the 2013 meeting. Complimented Jack on the answer, but felt we need to respond directly to Corporators questions here, as they are paying attention to what the board is doing, especially in this area. Chris and Ann reviewed what has been done to date: board has gotten fiscal house in order; database information is being collated, corrected, and updated; developing a calendar for future funding efforts, which is being done [GL gave a presentation of the calendar, which shows a "quiet period" in the months of August to October as possible time for event/drive/effort of some kind]. Suggestion of asking Corporators for personal pledges, or for suggestions of candidates for pledges that they would be willing to help cultivate for Leadership giving, was made. Eventual name for this effort: Development Campaign to Assure Sustainability.
 - f. JM and GL, along with GG suggested the time might be right to re-engage with our consultant, Annie Peyton. Needed to ensure that good efforts in funding can be sustained. GG offered to help fund this as Annie as worked pro bono so far.
 - g. PF mentioned an upcoming Friends fundraiser in the Library on Nov. 12: a Book Talk by author, Meg Lukens Noonan on THE COAT ROUTE.

Jack asked that we put report on Buildings and Grounds and Gala on the Agenda for November. We moved the meeting into Executive Session at that point.

Respectfully submitted,
Sarah Roberts

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