

LAKESWOOD MEMORIAL LIBRARY
BOARD OF TRUSTEES MEETING
May 16, 2019

MINUTES

I. CALL TO ORDER/ROLL CALL

President Mary McCague called the meeting to order at 6:28 pm.

Attending: Board members Mary McCague, Karen Dennerlein, Cilla Menzies, Nancy Padak, Dick Rose, Mary Seger, Tom Townsend (via call-in), Sharon Witchey. *Absent:* Bill Burley.

Mary McCague asked to have Fall Fundraiser added to the list of items under the Library Development Committee report.

Mary then introduced **Xena Van DeWark who presented the “LML Financial Statements for the Years Ended December 31 2018 and 2017.”**

Xena began by noting that all was in order and there were no findings or problems with the report. Among other comments, she stated that in 2018 there was more revenue and support than in 2017 and “expenses did not go up too much.” She also noted that the increase in government funding from 60% of total support in 2017 to 81% in 2018 was explained by the NYS construction grants.

There were no questions

II. SECRETARY’S REPORT

Approval of April 11, 2019 minutes was moved by Nancy Padak and seconded by Lisa Yaggie. Passed by unanimous voice vote.

III. TREASURER’S REPORT

Tom had provided copies of the **budget reports and investment review** for those at the meeting, commenting on them by phone. He said that the investments have been up and down but on the whole are holding up pretty well.

He said that the **budget** was looking good, noting that revenues for the Annual Appeal have exceeded projections. He also noted the extra expense for the terrace/patio railing. Nancy wondered if we have the rest of the construction grant, but Tom did not know and suggested that Fran would have the answer. He concluded by saying that although the circumstances were unfortunate, we would be realizing some savings on the director’s salary until that position is filled.

Cilla Menzies moved that the board accept the Treasurer’s report as presented, seconded by Dick Rose and unanimously approved by voice vote.

IV. LIBRARY DIRECTOR’S REPORT

There was no Report. However, Program Director Emálee Krulish had submitted a **Monthly Programs Report for April 2019**. All board members present agreed that they very much appreciated the report, which was characterized as clear and concise. The board hopes to

continue to receive this report monthly and wondered if future versions could also include Em's own observations and recommendations about programming.

V. STANDING COMMITTEES

A. Fundraising Report:

a. Mary Seger reported that as of May 16, 2019, 105 donations totaling \$7,130 had been received in response to the **Annual Appeal**. She said she hopes that by the end of the year, we may reach \$8,000 in total donations.

b. Sharon said she had been to a meeting the night before for **GiveBigCHQ (to be held online on June 13)**, and that the big push now is social media. Given the older demographic of our base, she said we will be more effective on email and Instagram than on FaceBook. She will keep us posted. She is also creating awareness of the event among the Youth Ambassadors and is meeting with Shannon on a social media plan. She concluded by saying that we should work hard to bring in many \$10 donors – the goal is not just about the bottom line, financially, it is also about bringing in lots and lots of donors. Nancy Padak said that a FB post can be “boosted” to reach exponentially more contacts for just \$3 and we currently have a \$10 FB credit.

c. Cilla reported on the **Ambassadors Fun Run on June 8**, saying that “the kids have done a phenomenal job.” They have covered all their costs through sponsor contributions totaling \$3,000+ so now all registrations will be profit. Although they only have a few runners registered, apparently it is normal for most runners to register much closer to the race date. The kids are aiming for 100 but Cilla thinks 40 would be a great achievement. As for publicity, Sharon is writing an article for the *Ledger* and a press release for the *Gazette* and *Post-Journal*.

Tom voiced a concern about paper applications and to whom they should be submitted, along with registration \$\$\$. He did not think the library should be doing that, but apparently it is listed as the place to mail applications to.

Cilla also said the library staff needs to communicate all race-related contributions received at the library to Nichole Segrue as quickly as possible. Apparently, donors above a certain level will have their names on the race T-shirts and Nichole wants to make sure no donor misses out on that because she was unaware of their gift.

d. Mary Seger reported that the **Fall Fundraiser** committee had held their first meeting, deciding on Friday, Sept. 20 as the event's date. The committee is soliciting sponsors to defray overhead costs and investigating catering alternatives, as everyone feels we should shake things up a bit this year. The committee also plans to make use of the patio during the event (possibly having live music out there) and is finding out about the best way to tent it.

B. Marketing/Publicity Committee Report:

No report. But Sharon will be doing stories in the *Ledger* and press releases for other media in connection with library events.

C. Personnel Committee Report:

a. The **Search Committee has received 3 applications for the director's position**, and the postings only went out 2 days ago. The ads were posted on 15 websites as well as indeed.com. Nancy said another possibility was libjob, but unlike the other postings, which were free, it would cost \$200. Tom and Lisa both strongly felt we should cast the net as widely as possible and that, in the grand scheme of things, \$200 was not an unreasonable amount. Lisa Yaggie moved to allocate \$200 for the libjob job posting, Mary Seger seconded and the motion was approved by unanimous voice vote.

Shannon Wright, the HS librarian, had suggested that the Youth Ambassadors could be involved in the search process. It was agreed that a couple of Ambassador representatives could attend the candidate presentations and could submit questions they would like to have asked of each one.

Search timeline: Ads went out Tuesday, May 14. Application deadline: end of May. The committee will then develop a short list of candidates, and do phone screening/reference checking. On-site interviews in July. A hire could be made by mid-August. Tom stressed that we should have a list of the questions we expect candidates to be asking *us*, as well as the ones we want to ask *them*.

b. Mary McCague said that although there will be **no Interim Director** as such, Jodi, as Assistant Director, has agreed to help keep things running smoothly in the absence of a Library Director. Both Jodi and Mary have spoken to Jan DeKoff, CCLS director, who stands ready to assist Jodi as we all work through this temporary phase.

D. Grounds and Facilities Committee Report:

a. Cilla reported that she has been in touch with Jason, who said he has some rough designs for the **Churchill memorial project** to show Robert Churchill but she did not know if the two had yet been in contact. It is her *hope* that the project will be completed this summer, but as yet there is no timeline. She will ask to see the designs that are shown to Rob.

b. Mary McCague had approached Em about possibly chairing the **ribbon-cutting ceremony for the terrace** but Em said although she does programming, she is not experienced in special events. It was decided that Mary McCague should ask Bill Burley if he can honcho the event.

c. Scott Fegley's landscaping business has taken care of **spring clean-up and mulching** but cannot provide the weekly **lawn mowing** we need now that the Village of Lakewood is no longer providing that service for us. Kurt Hahlberg, who currently has the cleaning contract for the library, does have a lawn mowing service and provided the library with a bid of \$45/week during the season. Tom moved to accept the bid, seconded by Dick and approved by unanimous voice vote.

d. Mary Seger said she had touched base with Ricky Turner about the **bike racks** that his business is designing, fabricating and donating to the library. They are at the design stage, but Blackstone has been very busy with paying customers and the bike racks are on hold for a bit. Ricky will be back in touch with Mary at a later date.

e. Dick Rose said that he continues to ask Jason and Joe to clean up stones, fix holes, and plant grass to finish up the terrace construction project. He has made repeated requests, but so far no result. He will continue to press them.

E. Strategic Plan Committee Report:

Nancy Padak passed out slips of paper with directions on how to access Google Drive, where she has digitally stored board meeting minutes, library policies and the Strategic Plan.

VI. OLD BUSINESS

A. Policy Reviews and Approval

Postponed to June meeting.

B. Volunteer Open House

Karen said she thought the event went well and was very nice. It was attended by about 40 persons total.

VII. NEW BUSINESS

A. Webmaster

Terrie Anderson has been hired as the new library webmaster for 4-6 hours/month at \$100/month on a 3-month trial basis. She will post the updates that she receives from Jodi.

B. Lakewood Merchants Group

Sharon Witchey has volunteered to be the library's representative on the Lakewood merchants' group.

VIII. ADJOURNMENT

Mary McCague moved to adjourn at 8:29, Cilla seconded and all were in favor.

Respectfully submitted,
Mary Seger, Secretary

Next Board Meeting: Thursday, June 13 at 6:30 pm at the library.