

LAKESWOOD MEMORIAL LIBRARY
BOARD OF TRUSTEES MEETING
February 7, 2019

MINUTES

I. CALL TO ORDER/ROLL CALL

President Mary McCague called the meeting to order at 6:30 pm.

Attending: Board members Mary McCague, Bill Burley, Karen Dennerlein, Cilla Menzies, Mary Seger, Tom Townsend, Sharon Witchey, Lisa Yaggie; Library Director Mary Miller. *Absent:* Dick Rose

Mary McCague introduced guests Nichole Segrue, her daughter Sydney and Sydney's friend, Clara who made a presentation to the board about a possible "fun run" fundraising project. Mentored by Nichole, Sydney and Clara are 10th graders who have chosen to take library advocacy as an opportunity to develop leadership and organizational skills and are serving, with other students, as Library Ambassadors to connect the library with the community.

Sydney and Clara are currently in the planning process, hoping to stage the run sometime in 2019, anywhere from May to October. They are enlisting the support of other students, teachers, coaches, teams, and clubs at Southwestern high school. All board members were impressed by the thoroughness of their preparatory process. Sydney and Clara tentatively plan a 2 mile walk/run and a 5K race, with medals for top 3 finishers 12 and under, 13-18, and over 18 years in age. They are considering possible fun themes, such as super hero or bubble run, to spark interest. They know they need to finalize the date, time, and route, obtain the necessary permits and insurance and line up sponsors. To that end, they asked if the library could cover insurance, either outright or through a rider to the current policy. The board agreed to explore that. The next step in the process is to obtain Village permission and set a date.

II. SECRETARY'S REPORT

Approval of December 13, 2018 minutes was moved by Mary McCague and seconded by Lisa Yaggie. Passed by unanimous voice vote of those who were present at that meeting.

III. TREASURER'S REPORT

Tom distributed his preliminary 2019 budget and **budget report** with the following comments:

- While 2018 ended up with a \$15,000 surplus, as a non-profit, the library should properly end up exactly matching income and expenses annually.
- He was disappointed in the \$1,000 grant from NW bank and cautioned the board not to expect further support from the bank this year. With Tom's impending retirement, it becomes less likely that we will see continued grant funding from NW in coming years.
- He stated that the investment portfolio will likely be on a 'rollercoaster' ride in coming months.
- He pointed out the new budget format on the back of the green budget sheet and said it will provide the board with a better sense of how the numbers stack up month by month.

He concluded by saying he wanted to table the 2019 budget approval vote until the March meeting and the board saw no problem with that, as long as it occurs in first quarter.

IV. LIBRARY DIRECTOR'S REPORT

Mary Miller commented on her report previously distributed via email. She asked that the 2018 Annual Report be distributed and approved via email, as approval was required before the next regular board meeting. She commented on continuing difficulties with KOHA. She pointed out opportunities for the library to have a table at the Jamestown Garden Fair (cost \$40) and the SWCSD Elementary Library Day. The Garden Fair presence was not supported by the board but Sharon Withey volunteered to staff the Library Day table on Mar. 13 from 6-7:30 pm

V. STANDING COMMITTEES

A. Fundraising Report:

Mary Seger regretted that she had not yet convened a meeting of the Library Development Committee (members: Mary Seger, Sharon Withey, Cilla Menzies, Bill Burley). She stated that near-term priorities include establishing a 2019 fundraising goal (tentatively \$20,000-\$30,000) to be met through direct solicitation of donors, through options such as book sales, the Fall Fundraiser, and one day events similar to GiveBigCHQ. Another immediate priority is creating a "Ways of Giving" brochure. She said that Sharon Withey had done great work developing an annual plan and is investigating donation possibilities through CRCF.

When she mentioned that her top priority was having a "donate" button on the new library website, this sparked a discussion of where the development of this site stands. Mary Miller says it is dependent on the support of Megan Disbro of CCLS and she is stretched thin. The board requested that Mary Miller establish a deadline for the website's completion and report back on that.

B. Marketing/Publicity Committee Report:

Bill Burley stated his goal to use videos to generate more engagement through social media. Cilla suggested that he do a video interview with the teenage Library Ambassadors and he agreed that was a good idea.

His main goal is to be more mindful of events currently happening at the library and to push publicity through Instagram and Facebook primarily, as he stated that "Twitter is done".

He outlined a plan he is exploring to increase Saturday attendance at the library by partnering with Ryder's Cup for Saturday morning coffeehouses featuring a cart with Ryder's Cup coffee and baked goods. This was met with great enthusiasm. He said in good weather the new patio could be used for that activity.

C. Personnel Committee Report:

Lisa Yaggie said that the job descriptions are done and policy review is being run by Nancy Padak. Sexual harassment training is a priority, as is succession planning. She is also planning to set up a performance review program.

D. Grounds and Facilities Committee Report:

In Dick Rose's absence, Cilla said that the committee's big goal for 2019 is to complete the Churchill Memorial and she is optimistic that will happen in the coming months.

E. Strategic Plan Committee Report:

Nancy Padak reported that she is moving forward with Mike Jones of CCLS on the big video screen and with Lisa Goodell of the Chautauqua Blind Association on how to negotiate assistive technology recommended by the Tech Audit.

She also said she has a list of possible funders for "little bitty grants" and if anyone has a need or recommendation for items from which the library could benefit and cost less than \$1,000, please let her know.

The committee's 2019 goal is to make progress on recommendations of the two completed audits – Technology and Facilities. Nancy said a status report of the Strategic Plan will be forthcoming and Mary McCague will do that.

VI. OLD BUSINESS

VII. NEW BUSINESS

Nancy reported that she is making good progress on the **policy review** process, and has completed her initial review of all existing policies. She separated out those that need little or no "tweaking." She said that we need to create three new policies: Social Media, Internet Acceptable Use, and Sexual Harassment. Cilla offered to send Nancy a copy of the JPS internet use policy to use as a sample, as it neither long nor complicated.

The question was asked as to how policies have been created in the past and Mary Miller said that she had done, bringing her policy drafts to the board for approval.

It was decided to create a policy sub-committee of the Strategic Plan Committee and initially Lisa and Nancy will serve on this. Nancy also said she has a goal of making all policies and board meeting minutes accessible via DropBox.

VIII. ADJOURNMENT

At 8:00 pm, the meeting adjourned.

Respectfully submitted,
Mary Seger, Secretary

Next Board Meeting: Thursday, March 14 at 6:30 pm at the library.