

LAKESWOOD MEMORIAL LIBRARY
BOARD OF TRUSTEES MEETING
May 14, 2020

MINUTES

I. CALL TO ORDER/ROLL CALL

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

Attending: Board Members Mary McCague, Carrie Brown, Bill Burley, Karen Dennerlein, Bob Lingle, Cilla Menzies, Nancy Padak Mary Seger, Apryl Troutman, Sharon Witchey, Lisa Yaggie and Library Director Shannon Taylor.

II. SECRETARY'S REPORT

Approval of March 12, 2020 minutes was moved by Nancy Padak, seconded by Mary McCague and passed by unanimous voice vote. Mary McCague thanked Carrie Brown for the excellent job she did on the minutes when she stepped in to sub for Mary Seger.

III. TREASURER'S REPORT

Apryl referenced the documents she had distributed via email prior to the meeting, which included the Courier Capital Newsletter and 4/30/20 Investment Review.

She also mentioned that the PPP (Payroll Protection Program) loan money should be coming in soon and thanked Shannon for minimizing expenses during the library's prolonged closure.

Cilla wondered if the PPP-related expenses were not already covered by the 259 funding. Shannon agreed that they were, but pointed out that the library is also losing revenue from donations and memorial gifts which normally flow in when the library is open. Carrie voiced concern that overlap between payroll funded by 259 revenue and also funded by PPP could be construed as "double dipping" and wondered if there were restriction on how 259 funds could be used.

Mary Seger said that 259 funding was all for the library's annual operating budget. Payroll during the mandated closure time will be funded by the PPP loan. Shannon said that very precise record-keeping is required for the PPP, and the library will adhere to all loan provisions to maximize the likelihood of loan forgiveness.

Karen moved to accept the report, second by Mary McCague and approve by all via voice vote.

IV. DIRECTOR'S REPORT

Previously distributed via email.

A. Pandemic and the Library

i. Programs

a. Virtual Programming: Shannon said record-keeping of program participation is difficult and in general it has been up and down. She cannot include online participation for Annual Report purposes, although she can report the attendance at Zoom programs.

b. Summer Reading Program: Shannon said that she feels strongly that kids are completely tapped out on virtual learning and programs. She proposed that we just offer reading lists and prizes, such as gift certificates from Off the Beaten Path. Sharon suggested that reading program participants could create online book reports, and that those could be

used as the basis for awarding prizes. Cilla wondered about curbside pickup for summer reading program books. Nancy Padak asked if we could take advantage of the outdoor space we now have. Shannon said, yes, but only when it is considered safe to do so. Nancy said she was thinking of readings in the children's amphitheater and Cilla suggested hula hoops as a way to encourage social distance spaces around kids.

Bill Burley suggested that he and Bob get together with Shannon to discuss programs and how to market them.

ii. Ambassador Fun Run: Has been postponed until September, tentatively Labor Day Weekend.

iii. PPP loan: Already discussed.

iv. Steps to Reopen and Safety: It was lamented that Chautauqua County is considered part of the Western New York Region, and not part of the Southern Tier, which means that the situation in Erie County needs to improve significantly before there is a chance of re-opening our area. Nancy reported that CCLS has a committee developing system-wide guidance for re-opening libraries and a report is in progress. She also said that the system is looking into purchasing masks in quantity from the Resource Center.

v. Staff Appreciation: Shannon relayed to the board how very grateful all staff members are that they can continue to be paid during the closure. They are all doing as much as they can from home and coming into the library only when necessary.

Returning to the topic of the **Ambassadors**, Mary McCague asked if anyone had any ideas of how to engage that group, now that the Fun Run is on hold. Sharon said she had asked them to provide a video for GiveBig. Cilla wondered if they could read books as videos. There are issues with publishers' rights when doing that, although Bob said major publishers are giving blanket provisions for reading temporarily, but they come with hurdles. Closed groups are an option.

V. STANDING COMMITTEE REPORTS

A. Development Committee

i. Annual Appeal

Since everyone seemed to approve of the latest draft of the appeal letter, Mary Seger said she would get it to the printer and get the project moving as quickly as possible.

ii. GiveBigCHQ

Sharon reported that the online event is now being spread over 11 days instead of just one. She wants to get it well-publicized on social media, as well as sending a news blurb to the PJ. She is also going the extra mile and sending cards to all last year's donors. She asked for folks to host yard signs and Cilla, Lisa, Carrie and Mary Seger all volunteered to do that. Sharon also said that she'd like to generate some interest and excitement through some sort of gift matching challenge at some point in the GiveBig program and she offered to help fund the challenge through her donation. Anyone else who want to use their GiveBig donation as the challenge base should contact Sharon. She ended by specially thanking Shannon and her husband for the great work on the library's GiveBig web page.

iii. Fundraising Concerns due to Pandemic: While acknowledging that in 2020 our only planned fundraising activities are the Annual Appeal and GiveBig, Mary

McCague reported that the library had just received a memorial gift of \$300, which is encouraging. She also mentioned that the free book cart is being well-received and that may generate future revenues from grateful patrons. Mary Seger reported that she estimates that well over 1,000 books have been distributed via the book cart program.

Bob Lingle said that bonfire.com offers a no-cost, low-effort fundraising option. He has used it for the bookstore. He and Bill will follow up that lead for the library.

Bill Burley alerted everyone present to the Mighty Cause Foundation, which helps non-profits raise money virtually. While there is a 6.5% charge, it is really easy. They have a calendar contest option through which entrants submit photos related to a theme and online votes determine the 12 photos selected for a calendar. Cilla said that Kurt Carlson, who did such a splendid job catering Food for Thought last year, has moved to Lakewood and has time on his hands. She wondered if he would partner with the library for a take-out dinner event.

Everyone thought this was a terrific idea and Cilla will follow up.

B. Marketing/Publicity Committee

No report but they will be meeting soon to discuss some of the topics raised tonight.

C. Personnel Committee

No report, but they scheduled a Facetime call for May 15 at 11 am which Shannon will initiate.

D. Ground and Facilities Committee

No report. Cilla has a list of priorities, but given the lack of funding this year, everything is necessarily on hold.

E. Strategic Planning Committee

No report but Mary McCague asked everyone to consider how current events will have an impact on our long-range planning.

F. Finance Committee

Shannon and Apryl have met and decided that it's really not possible to make any accurate financial projections right now. They have decided to work with what we have and adjust if necessary.

VI. OLD BUSINESS

VII. NEW BUSINESS

Mary McCague said that given all that's going on, we should probably think about returning to a monthly meeting schedule. Mary Seger said no matter what, we need to meet in June anyway to re-elect board members whose terms have expired and elect new officers. There was general agreement that for the short term at least, we will go back to monthly meetings.

VIII. ADJOURNMENT

Mary McCague adjourned the meeting at 7:20 with the encouraging reminder that Shannon has said we will come out of this stronger than ever before.

Respectfully submitted,
Mary Seger, Secretary

Next Board Meeting: Thursday, June 18 at 6:30 pm.