

LAKEWOOD MEMORIAL LIBRARY
BOARD OF TRUSTEES MEETING MINUTES
April 8, 2021

CALL TO ORDER/ROLL CALL Mary McCague called the meeting to order at 6:33 PM. Present: Mary McCague, Nancy Padak, Apryl Troutman, Lisa Yaggie, Bob Lingle, Christine Swanson, Carrie Brown, Cilla Menzies, Amy Anderson; Absent: Bill Burley, Mary Seger.

- Mary M welcomed our guest, financial advisor Jason Stronz – Currier Capital Management. Jason shared information about the library’s investment accounts. Investments have done fairly well with a couple of exceptions last spring. Market value is up about 20,000 for the first quarter. Through first week of April, things continued strong, becoming a bit flat in the last week or so.
- The library has a small cash position (3%); plus fixed income (short term) just shy of 30% in fixed income. The library’s investments are slightly overweighted in equities (68.9%).
- Our investments have performed + 5.7%, better than market and targets, reflecting our goal to outperform the index.
- Jason offered to answer questions during the meeting or in between meetings. He expressed his pleasure in working with the library. Mary M thanked him for his report.

SECRETARY’S REPORT -- Nancy moved to accept the minutes of the March 11, 2021 meeting; Cilla seconded and the motion passed.

TREASURER’S REPORT – no report

DIRECTOR’S REPORT

- Program Report –
 - Shannon turned the presentation over to Allison. She explained that Chautauqua County Tourism will only advertise live programs. In light of that, Allison would like to open up for live programming as soon as possible – with social distancing and COVID precautions in place. She emphasized that people are not gravitating to online programs anymore and may be eager for in-person programs. She suggests starting with 1:1 story time, and other limited programs. Book and Scrabble clubs have expressed interest in meeting at the library again as well. Shannon would like to pursue outdoor programming – using tents and grow slowly in terms of in-person programming. Shannon is in favor of 1:1 storytime but wants to be sure we have solid COVID protocols in place. She noted that only 38 libraries out of 1,000 across the state are conducting in-person programs. Amy expressed strong support for opening up in person.

Given her public school experience, she feels positive, and expressed concern that not to open up will drive patrons elsewhere. Shannon suggests buying 2 10x20 (\$460) tents with walls. Lots of discussion took place around tents and an awning over the terrace. Amy moved to expend up to \$500 to purchase one tent. XX seconded and the motion passed.

- The board expressed support for May start for 1:1 story time and outside story hour in the amphitheater. The board supports the book club meeting outside with masks and other COVID precautions in place.
- Nancy expressed her thanks for the teamwork in culling the collection. Mary M seconded the sentiment about strong teamwork.
- Mary M inquired about status of computer installation. We are among a number of libraries awaiting installation. There is a hold-up in imaging. Shannon is staying on top of the issue and reminding Mike frequently. IT support remains an issue for all libraries in the system.

STANDING COMMITTEE REPORTS

- Library Development Committee –Shannon is working on GIVEBIGCHQ and initiated needed discussion on the item and dollar goals for the effort. She suggested asking for donations for the teen area. Shannon will ask ambassadors about specifics (comfy furniture, table with built-in outlets, high top chair w/electricity, computer, etc.) The dollar goal can be determined by estimating the cost of the items. She and Chris will get back to GIVEBIGCHQ with general ideas in advance of concrete plans.
- Marketing/Publicity Committee – Mary M reported for Bill Burley. There is a need for more engagement on FB posts such as a call to action, trivia posts (board members might each offer trivia), increased video posts through reels on Instagram or Tik Tok. It was suggested that we deploy the ambassadors. Bill also recommended we purchase and create a monthly ad for library in the gazette and/or Post Journal to increase coverage. Bob thinks gazette is most cost effective. Nancy agreed, and if it works, maybe we expand. Bob explained monthly ads should be about activities, events. Mary M will ask Sharon Witchy if she is willing to write ads; Shannon suggested putting additional PPP loan funds toward marketing, including boosting of FB postings particularly for fund raising. Mary M urged the committee to think about ways to promote GIVEBIG; ask ambassadors to help. Decisions will be made at May meeting.

Personnel Committee:

- Retirement Benefits – Shannon recommended offering employees retirement benefits with a 2% matching contribution from library. The

library can afford to offer this to everyone (at a cost of \$1,200/year if everyone participated). Lisa moved on behalf of the Personnel Committee to recommend 403B plan for all employees with 2% match. Cilla seconded the motion which passed.

- Website Development Compensation – Lisa explained the need to compensate Emrick Taylor for time spent redesigning the web site. (Shannon acknowledged conflict of interest and said she would not participate in discussion.). Erick estimated his time at 40 hours for the web site redesign. There is no funding set aside for this, so it would need to be found in the current budget. Apryl asked if we needed to include resources for web site maintenance in the budget and all agreed this was necessary. She said we should have bids and an hourly contract for the work in order to include funding in the budget going forward. On behalf of the Personnel Committee, Lisa made a motion to pay Emrick Taylor \$2,000 (40 hours@\$50/hour), for web site redesign already completed, Cilla seconded and the motion passed.
- Grounds and Facilities Committee – Cilla spoke with Skid Proctor who will begin work in the near future to make the boat usable. He has room in his garage to do the work. At that point, we need to make a decision about what must be done next. Any costs for refurbishing will come out of donations. Cilla was not sure if Skid will donate his work or expect payment.
- Strategic Planning Committee – no report
- Finance Committee – no report, but Apryl requested that the Finance Committee meet at the same time as the next Personnel Committee meeting.
- COVID Education – The committee met last month and planned for April/May. New reading support take-home kits and a new challenge are out – 13 families using take-home kits. Amy hopes story hours and more in-person programming will facilitate distribution of more reading support materials and the challenge.

OLD BUSINESS - none

NEW BUSINESS - none

ADJOURN – Mary M moved to adjourn, Cilla seconded. The meeting adjourned at 7:44 PM.