

# Library Trustees Board Meeting

October 10, 2016



**Present:** Kristian Connolly, Sarah Despina, Anne Hatch, Erik Volk, Alissa Smith

**Absent:** Diane Kreis

- Meeting started at 7:06 PM
- Anne requested that we add a review of the Patron Contract Review to the agenda
- Alissa motioned to approve the Secretary's minutes. Sarah seconded and the motion passed.
- **Financial Report/Financial Topics**
  - Alissa indicated there was no significant financial activity to report
  - Alissa reminded Trustees that she did confirm that the Modern Woodmen check for the Yard Sale Extravaganza was deposited
  - Anne reported that the book yielded almost \$800.
  - Kristian reported that Judy Chandler provided the money from TOPS for their use of the conference room. We are not sure who the money was given to but we suspect it was provided to the Town Treasurer. Kristian will follow up with Deborah to confirm who received the funds.
  - Anne expressed her concern that expenses are more than she had planned for and wanted to forewarn the Trustees that we will likely be over budget at least on some line items. Reasons for the extra expenditures include expenses related to the 10 year celebration and a recent purchase of book covering materials.
- **Annual Appeal**
  - Kristian and Anne confirmed that Mailchimp is ready to process the e-mail Annual Appeal requests
  - Erik confirmed that Paypal is working and able to process funds. He is still trying to get us a reduced processing fee if we qualify as a non-profit but it is unlikely we will since we are not a 501(c)3 organization.
  - Kristian expressed concern about the message generated by MailChimp that GMAIL accounts can cause issues with emails being sent to Junk Mail, Spam Mail, etc. The decision was to move ahead with using the GMAIL account this year and reassess next year if it looks like the current mail account is causing issues.
  - Erik spoke about his concern about the Annual Appeal email being very long when read on mobile devices like phones. He suggested that the first paragraph be made a little more graphical to emphasize the call to action if the recipient did not choose to read the rest of the message. The other Trustees agreed this would be a good change.
  - Erik suggested we use the Library graphic used in other communication rather than the photograph which he felt was more graphically pleasing and in line with other Library communication. The Trustees seemed to agree this would be a good change.
  - Alissa indicated that she had cleaned up the Annual Appeal mailing list used last year. Anne will create a new list that lists new patrons added since August 2015 and provide it to Erik to be merged with Alissa's list. In addition, Erik will eliminate contacts from who we have received an email contribution after the email appeal is complete, make a final list and produce the mailing labels.
  - Target date for the physical mailing is 2 weeks from when we send out the Annual Appeal email.
  - Anne indicated we only have 10 Thank You note cards left which will be need for personal Thank You notes for Annual Appeal contributors. She expressed her interest in altering the graphic and removing the quote. It was suggested that we may want to add the 10 Year anniversary graphics used for Fall

Foliage. Erik will provide those graphics to Sarah and Sarah will investigate costs. Alissa suggested it may be better to not include the 10 year anniversary verbiage and order a larger number of notecards which will make it less costly and we would not have to worry about the limited life of the 10 Year anniversary logo items.

- **CEDC Meeting**
  - Erik reported that he attended the CEDC meeting and provided the summarized Capital Expenditure figures. Unfortunately, only Mary and he were in attendance. Mary indicated that the information provided was exactly what they needed.
  - Erik reported that Mary had no new information regarding the Rural Edge issue.
- **10 Anniversary Party**
  - Everything went well and according to plans. An article was published in the Bridge along with photos.
  - Anne thanked Sarah, Erik and Diane for their participation in the dedication ceremony and the parade.
- **Town Funding Requests**
  - Erik expressed interest in requesting town appropriations from surrounding towns (most notable Ryegate) for whom we provide library services. Erik is going to investigate if such a request is possible and, if so, what steps are necessary
- **Budget Discussion**
  - Saturday, November 19 @ 1:00 for budget presentation with the Selectboard. We are scheduled for half hour but the duration of the presentation is somewhat flexible.
  - Alissa and Kristian are going to meet to assemble some budget figures and then will meet with Anne to finalize prior to the Selectboard meeting.
- **Librarian Review Update**
  - Erik and Kristian met with Anne and completed her review. Kristian will email group with the 3 different evaluation forms (Kristian's review, Erik's review and Anne's self-evaluation.) The signed documents are currently in the "To Be Filed" pile at the Library
- **Librarian's Report**
  - Anne provided her Librarian report which is attached to these minutes
  - The prospect of closing the holiday week in December was discussed to provide Anne some additional hours. Anne will be out of town that week so would need to find coverage anyway. The Trustees seemed to be in agreement that this would be OK but requested that we do some investigation to see how many patrons we usually serve during this week before making a final decision
- **Patron Contract**
  - Trustees reviewed Anne's suggested wording regarding use of email addresses in the Patron contract. The Trustees unanimously approved the new wording
- **Action Items from Last Month**
  - Anne provided instructions and documentation to Erik and Kristian for extracting data from the Library system
  - Alissa reported that the CD will automatically roll over so further action is needed.
  - Kristian reported that despite continued communication with various people at Rural Edge, the frozen pipe issue is still unresolved. Lisa has been instructed not to pay the bill until clarification is made.

## Action Items

Anne	Set up an email rule to send Paypal emails to GFPLArchive mailbox
Anne	Send Annual Appeal spreadsheet to Erik
Anne	Provide copy of Lisa's expense breakdown to Alissa
Erik	Combine Annual Appeal spreadsheets and create labels
Erik	Check with Post Office about mail carrier pick up mail rather than bringing packages to Post Office
Erik	Check with Post Office to see if we need to place stamps on each envelope for Annual Appeal or whether Post Office can run through postage meter at no additional charge.
Erik	Add verbiage about appeal to Paypal receipt area once received from Kristian
Erik	Check out printing issue on Librarian printer
Erik	Check with Ryegate about possible Town Appropriation
Erik	Send graphics from banner to Sarah
Erik	Continue to follow up with Paypal regarding charity exemption
Erik, Sarah, Alissa	Hang new banner
Erik/Kristian	Investigate Report extraction processes
Kristian	Follow up with Deborah regarding TOPS monies
Kristian	Provide Thank You verbiage for Annual Appeal
Kristian	Send Librarian Evaluation forms to Trustees
Sarah	Check with Glenda regarding source file for notecards, note card pricing, etc.
Sarah	Return wagon and dispose of any unwanted signage

### **General Updates**

- Audiovisual set-up options & upgrade – if/when time to discuss.
- Rural Edge: After weekly calls, the upper parking lot light has been fixed.
- Shelburne Farms passes have arrived – now here – free admission to walking trails & children's farmyard. Now need to get organized with the passes & then advertise.
- Applied for Vermont Community Foundation grant of \$1,000 to host Music Together classes here at our library, January 2017. Should be back mid-Nov.

### **Professional Development**

#### **Programming Updates**

1. Crafts and Conversation: Continues each Wednesday, 1-3pm, with attendance of 1-12 members.
2. Book Group. Meets 4<sup>th</sup> Mondays at 7pm. BUT Oct-Nov-Dec. we are meeting on 1<sup>st</sup> Mondays at 6:30pm in Vermont Humanities Council led discussions (facilitator Mary Hays). Oct. session with 10 participants.
3. Nigerian Dwarf Goats visited our library sidewalk on Fri, Oct. 7. Community member and GFPL program participant offered to bring "the guys" over for an informal visit.

#### **Upcoming Programs**

- Family Gingerbread House/Cookie Decorating to coincide with SD Ireland cement truck visit on Sunday, Dec. 18.
- VHC Book Discussions on Nov. 7 and Dec. 5.
- Preparing "party favor" books for town Halloween Party on Oct. 30. Friends is supporting the purchase of these books. Would like to put a new bookmark in each one.
- Preparing trick-or-treat take-homes for open hours on Mon, Oct. 31. Using leftover summer reading goodies + new bookmarks + Friends-sponsored snacks.

#### **Library Volunteer Update**

1. Current regular (once or twice a month) front desk volunteers:  
Toni Dyer, Deborah Connolly, Sue Murray, Erik Volk, Susan Gordon.
2. Current back-up non-trustee front desk volunteers:  
Deb Orelup, Anne Gallagher, Nancy Spencer, Renee McWilliams, Kirsten Murch.

#### **Projects on the Back Burner**

- Getting preschool computer up and running (with instructions for use) in the large print room.
- Looking into printing my own postage at the library.
- Barcoding difficult-to-find books.
- Planning out One Card library card access that works for us.
- Emergency protocol for staff/volunteers.
- Barcoding & setting up display of donation of educational DVDs.

#### **Questions/Concerns – some of which will be covered under other agenda topics:**

1. Processing/handling/flow of online (and snail mail) annual appeal donations. Email thank you's? Snail mail thank you's?
2. Thank you's for unsolicited donations.
3. Get new cards printed? Perhaps 10 year anniv cards? Reprint old cards? Budget?
4. Close the holiday week in December?
5. Expenses from donor recognition & parade. Have put reimbursements through for "Programs" budget line from operational (400) account, but these expenses will run us over-budget for 2016 – just want to make sure there is agreement there.
6. Parade wagon wrap-up.