

Croton Free Library Board Minutes

February 12, 2018

Present: Trustees: Barry Feinberg, President (18), Leslie Ellis (19), Sharyse Eisinger (20), Mary McFerran (21), Adora Lam (20), Marianne Merola (22)

Absent: Debra Schor (19), Sid Franks (22), Howie Meyers (18)

Library Director: Jesse Bourdon

Croton Library Association Representative: Karen Zevin

Call to order: Barry called the meeting to order at 7:37pm

January 2018 minutes approved as amended.

Director's Report: Jesse Bourdon

Updates:

- See Jesse's attached report for library material circulation statistics.

E-books: January was the first month WLS ceased purchasing new e-books for Overdrive. Only the existing supply and new CFL purchases will be available. Patrons may not be familiar or aware of other e-book platforms. E-book check out numbers will continue to be monitored during this period of transition.

Visitors: It is expected that it will take until the end of December 2018 to determine the full impact of opening both library's two entranceways during regular hours.

Adult attendance: The significant increase over same month last year is attributed to the Cabaret event.

- Lauren Dorien has begun maternity leave with an estimated return date of June 1, 2018. Kamille Perry will cover most of Lauren's duties in the children's department, including outreach. Her past work at the library is expected to help with a smooth transition.
- In a continuing effort to digitize documentation and reduce paper use, Jesse electronically forwarded the NYS Library Trustee Manual to Board members.
- Jesse reported that WLS is focusing efforts on outreach and technology. Their recent work on streaming services and conversions of computers to terminals are examples of this. Barry expressed the importance of staying aware of CFL's needs first, while still staying informed of WLS trends. Marianne discussed the potential value of making a stronger connection between WLS's direction

and CFL's long term plan. Also, Jesse will continue to share insights from the monthly meetings of the Public Library Director's Association (PLDA).

- It was noted that Karen Zevin is the WLS representative for libraries in Shrub Oak, Croton, and Montrose.
- Creation of an informational flier is being considered for distribution to the Lakeland school district to identify the four libraries they are connected to in Montrose, Croton, Peekskill, and Shrub Oak.

Committee Reports

Treasurer - The January Treasurer Report is the current Board's first use of a narrative summary to address the profit and loss document. Jesse will discuss A/C needs with Sid, Barry and Leslie.

Building and Grounds

Jesse to follow up with Mary M regarding outdoor sign.

Jesse advocated for improved signage throughout library interior.

LED conversion plan: Current non-LED bulb stock will be depleted first before utilizing LED bulbs afterwards. When fixtures break they will be replaced with LED's. More immediately, current broken track lights will be replaced with LED fixtures in the next couple of weeks.

Long Range Planning – Marianne will report in March.

Gallery committee meeting

Mary M. has taken over leadership of the committee. Mary will no longer serve as Secretary.

Artists are already booked through 2018. There was discussion about having future artists sign contracts stating their awareness of what is/is not covered.

Committee is considering inviting artists to engage with the public beyond their reception. Suggested activities include teaching classes or giving talks. Jesse said such activity would be considered a library program and could be supported as such.

Mary M. stressed the value of additional signage to the Ottinger room including utilizing signs on walls and easels.

Croton Reads Committee

Panel discussion with Croton Friends of History has been set for March 6th at 7pm.

Association Report

Restricted Fund contacts have been identified. Karen and Jesse have reviewed this list and will consult with legal regarding specificity of fund usage and whether flexibility exists.

New Business

Jesse discussed advertising Library Advocacy Day through both the web site and newsletter to encourage patron support.

There was discussion of creating a visual presentation that highlights library services and programs. The purpose of this would be to increase awareness and utilization, with a hopeful positive impact on donations and number of volunteers.

Publicity Committee- Marianne described this as a new awareness campaign that would replace the "Why I love Croton Library" campaign. Sharyse will also be on the committee. The new campaign would emphasize the many library card benefits that exist beyond checking out books. Increased patron awareness of such might also increase donations or receptiveness to Association fundraiser campaigns.

Other Business

Potential members – Barry suggested reviewing the list of previous Association members to identify potential candidates to approach about upcoming Board vacancies. Also, there is opportunity to utilize the Library newsletter to inform public about Board and Association vacancies.

Meeting adjourned at 9:06pm.

Next Board meeting: March 12, 2018 at 7:30pm

Respectfully submitted by Adora Lam, Secretary