

## **PrPL Meeting of the Board of Directors for Thursday, February 24, 2022**

The In person meeting was called to order by President F. Hylton at 9 A.M.

**Present:** F. Hylton, S. Holloway, S. Dolan, S. Drauschak, P. Whittaker, W. Yohn, D. Arms, M. Lipsky, T. Reed (District Consultant), C. Ryce (President of the Friends)

**Absent:** B. Brogley

**ACTION: President F. Hylton called for an Executive session to discuss personnel.**

The PrPL BOD moved to the Maker Space in the Children's Department of the library.

**ACTION: When the PrPL BOD meeting convened, F. Hylton made a motion to appoint M. Lipsky, Interim Executive Director, as Executive Director of the PrPL with a start date of Monday, February 28, 2022. S. Holloway seconded the motion. It passed unanimously by the seven Board members that were present.**

**ACTION: S. Dolan made a motion to approve the BOD meeting minutes for January 27, 2022. S. Holloway seconded the motion and it passed unanimously.**

### **Committee Reports**

**Finance (S. Dolan – chair)**

M. Lipsky showed several different reports with financial information that she can generate for the PrPL BOD. It was decided the following reports will be sent to the Finance committee the Friday before the regular scheduled Thursday BOD meeting:

Balance Sheet Prev Year Comparison

Profit & Loss Budget vs Actual

Profit & Loss Prev. Year Comparison

D. Arms volunteered to organize the data along with a column for the 2022 PrPL budget. M. Lipsky will check with the bookkeepers to see if a column can be added to the generated reports from Quickbooks.

M. Lipsky explained the additional services, benefits, and cost savings of the **Bloomerang Donor Data Base program** versus the Donor Perfect program. The cost for the first year with Bloomerang is \$3546 including professional set up and training plus the added ability for online donations and Event ticketing options, and after the first year the cost will be \$2746. This a savings from Donor Perfect's yearly cost of \$4500.00. One of the library's youth staff members, with a background in data entry, along with M. Lipsky will be working with the program.

**ACTION: W. Yohn made a motion to approve the use of Bloomerang for our donor data base. S. Holloway seconded the motion and it passed unanimously.**

**Development (P. Whittaker – chair)**

The 100<sup>th</sup> Anniversary celebration of the PrPL will be held on Thursday, May 12, 2022 from 7-9 PM in the library. P. Whittaker will check with M. Snyder and D. Kerns of the Pottstown Historical Society to see if one of them will speak about the history of the library. Tickets for the event will be \$25 ahead of time and \$30 at the door. S. Dolan will check the Pottstown Borough calendar and add the library event. Other places to advertise the event, besides the library's social media, are the Pottstown Patch and the Sanatoga Post. D. Arms contacted the Three Daughters Inn and they are donating a night for two people for the silent auction. M. Lipsky will contact some student music groups to perform during the event. P. Whittaker encouraged other board members to help with the planning of the event. **The next Development committee meeting will be Wednesday, March 16, 2022 at 10 AM.**

**Governance (S. Holloway – chair)**

S. Holloway recommended F. Remelius as a new member of the PrPL Board of Directors. F. Remelius is a resident of Upper Pottsgrove Township. He currently works as the Director of Operations for Upper Merion School District.

**ACTION: S. Holloway made a motion to elect F. Remelius as a new member of the PrPL Board of Directors. S. Dolan seconded the motion and it passed unanimously.**

**Property (B. Brogley – chair - absent)**

There was no report.

**Director's Report (M. Lipsky – Executive Director)**

M. Lipsky's extensive reports follow the minutes of the meeting.

**Old/New Business**

D. Arms suggested showing appreciation for the library staff during National Library Week which is April 3-9, 2022. He suggested pizza and soda. Another suggestion was gift certificates. The Governance committee will discuss this at their next committee meeting.

D. Arms asked about the library's involvement in the Duck Race. B. Brogley has been the coordinator of the library's Duck Race participation. D. Arms will reach out to B. Brogley.

D. Arms spoke with H. Parker of TCN who can offer different workshops for the PrPL Board of Directors.

D. Arms asked about a previous fundraiser for Mother's Day with books and bookplates being purchased to honor mothers. M. Lipsky will see if she can find information about the previous fundraiser.

### **March, 2022 meeting dates:**

**Wednesday, March 16, 2022: Development at 10 AM; Governance at 11 AM.**

**Monday, March 21, 2022: Finance at 3:30 PM; Property at 4:30 PM**

**Thursday, March 24, 2022: Board of Directors at 9:00 AM.**

### **Adjournment:**

The meeting adjourned at 10:35 AM.

Minutes submitted by S. Drauschak, Secretary of the PrPL BOD

## **Reports from M. Lipsky, Executive Director**

### **Director's Report February 2022 – M Lipsky, Interim Executive Director**

#### COVID-19 Update:

- **Hours of Operation** have not changed since last meeting: Monday, Tuesday, Wednesday = 10 AM to 8 PM, Thursday & Friday = 10 AM to 6 PM, Saturday = 9 AM to 4 PM
- **Programming:** We are picking up with programming. We partnered with 3 outside groups to offer programs and services including a Pottstown Writing Club, Benefits assistance meetings, and the return of Majong. The New Youth Librarians are hard at work planning summer reading and out and about introducing themselves around town. There are partnerships growing with Family services, Art fusion and the Children's Discovery center. I am working with the new Head of Adult Programming to evaluate and make changes, the progress has not been as quick, but we are working on that.
- **Masks will be reevaluated in March.** We will monitor exposure numbers. We will remain requiring masks until the risk is low to moderate. I will be asking the staff for feedback at our staff in-service day. Curbside is still offered to accommodate those who are leery of entering the building.

#### Trustee Notes

- **Ongoing search for new board members:** to fill in gaps for the upcoming year. The board is currently at 8 (possibly 9 soon), we would prefer the number to be 9 or 11. We will continue to move toward our goal of diversity.

- **Board Introductions:** I want to extend a welcome to each board member to have a meeting with me to discuss and clarify any questions you might have, and to discuss committee topics. Feel free to contact me at any time.

#### Technology Update

- **Polaris 7.0:** No new information or issues since last meeting.
- **Envisionware:** N Forst met with our new Envisionware rep. They are troubleshooting our computer issues we had earlier this month. C H from MCLINC has been a great help as well.
- **MAC info:** N Forst and I are monitoring our technology and asking for assistance from MCLINC when needed. We currently have a support ticket in regarding changing the ports in the youth department due to the redesigning and rearranging.

#### Staff & Volunteers

- **Staff Changes:** I am happy to report there has been no staff changes since December. J Bosco and R Lipsky are planning to return as seasonal employees in May and will help throughout Summer Reading.
- **Passport Training:** C Shachter, C Davis and I will be completing the Passport agent training in the next few weeks. We will then have 9 passport agents. We are discussing raising the price of passport photos to \$13, which will still be the lowest price. I also want to consider adding more appointments if we have enough agents.
- **Department Changes:** None since last meeting 😊
- **New Hires:** We currently have 16 staff members plus the Interim Executive director. At this time, we are not holding an active staff search.
- **Volunteers:** In my research I found that all volunteers, age 14 and older, and performers need to have clearances on file. I have updated the volunteer forms to reflect this change.
- **Employee Handbook:** I have made some revisions to the Employee Handbook due to the recent changes in staff and structure. I have a copy of the updated pages and gave the full copy to the Governance committee for review.

#### Continuing Education & Meetings

- **MCLINC Directors Meeting:** Next MCLINC Directors meeting is tomorrow, February 25<sup>th</sup> at 9:30 AM. I will be in attendance
- **District Meeting:** This month was a working meeting where we could bring our laptops and work on the state report. I spoke with T Reed because there was a kickoff for the Amazing Raise at the same time. We agreed I should attend the Amazing Raise event and reach out to her or the other directors if I need help. The state report is not difficult, just time consuming. I plan to dedicate time to work on it uninterrupted, if possible.
- **PLA Conference:** The Public Library Association (national) is having their annual conference March 23<sup>rd</sup> through 25<sup>th</sup> in Portland Oregon. I am attending virtually this year since it is so far away.
- **ALA Annual Conference in June:** I have enrolled for the ALA annual conference in Washington D.C this year from June 23<sup>rd</sup> through June 28<sup>th</sup>. I plan to work at the library on the 23<sup>rd</sup>, attend the board meeting, and the Tri-County Chamber Economic Lunch, then will drive to Washington D.C.

- **Ryan Dowd Training:** We are successfully enrolled in the program and will have a kick off of the trainings on March 4<sup>th</sup> during the 1<sup>st</sup> staff in-service day. The 4 in-service days for 2022: March 4<sup>th</sup>, June 3<sup>rd</sup>, September 2<sup>nd</sup>, December 2<sup>nd</sup>
- **Staff Meetings Scheduled:** 9 AM January 20<sup>th</sup>, 6 PM February 10<sup>th</sup>, Director Video Message March 10<sup>th</sup> (due to in-service day on the 4<sup>th</sup>), 6 PM April 7<sup>th</sup>, 9 AM May 12<sup>th</sup>, Director Video Message June 9<sup>th</sup> (due to in-service day on the 3<sup>rd</sup>), 9 AM July 7<sup>th</sup>, 6 PM August 11<sup>th</sup>, Director Video Message September 8<sup>th</sup> (due to in-service day on the 2<sup>nd</sup>), 6 PM October 6<sup>th</sup>, 9 am November 10<sup>th</sup>, Director Video Message December 8<sup>th</sup> (due to in-service day on the 2<sup>nd</sup>).

Collections & Materials: No updates – here is what was reported last month still in progress

- **Statistical reports:** N Forst is now in charge of pulling the reports each month. So far she has done an excellent job in troubleshooting to make sure we have continued accurate reports. Please see Statistical report.
- **Book purchasing:** Book orders are still being completed by J Carraghan for Adult collection. C Johnson and L Wrenn have begun book ordering for the Youth Services Department. They are working to meet the required 12% budget.
- **A goal that has been set is:** We would like to revisit adding bilingual and Spanish publications, increase mental health and diet sections, add materials to aid in American Citizenship applications, and continue to expand our diversity collection. We are also planning to apply for a grant to help us drastically improve and expand our graphic novels sections in youth services and add an adult graphic novels section.

Building & Property

- **Checklist:** I am looking forward to meeting with the Building and Property committee to help make a timeline to get much-needed repairs completed and funded.
- **Heating unit needs a motor replacement:** The west unit motor was replaced a year or 2 ago, now the south unit motor needs to be replaced. The estimate is \$804. If there are no objections, I will approve the proposal and get the repair scheduled.
- **Sewer smell:** The nonworking bathroom is emitting a sewer smell. The toilet and water fountains need to be removed and capped. I have a call in to Hollenbach Plumbing who will fit us in as quickly as he can.
- **Attic cleanout:** I am working on a multi-phase plan to clean up the attic for better storage, and eventually look at renovating for more space for the library.

Finance

- **Reports:** I have provided the reports in the new formats as requested for your review. I am happy to answer any questions you might have. Let me know what you like and what you don't like and I will make the necessary adjustments for next month.
- **2021 Audit:** B Akins will again be preparing our audit for 2021. I look forward to working with her to help make the process as smooth as possible. I have requested the retention agreement so we can start when she is ready.

- **Annual Reports 2021:** I will finish working on our state report in the next few days. Once complete, I will be creating an annual report that can be presented to the public as well. I have been doing some research and plan to have a much nicer annual report presented this year
- **Whittaker Matching:** Unfortunately, the deposits for November and December were not handled correctly by the outgoing staff. S Nester and I worked together to try to figure out accurate numbers but were not able to. The total recorded for the Whittaker match was \$1953. I would assume some of the appeal donations were meant to be Whittaker match, however I believe the total appeal was under \$7500.
- **Bloomerang proposal:** I presented the Bloomerang proposal to the Finance committee. If approved we will move forward and get that set up ASAP
- **Amazing Raise:** We are all set up with Amazing Raise program with TCN. This is a 10 month program with the major part being a 1 month blitz in October to raise funds. We have access to a development consultant and social media specialist for these 10 months. I plan to use as much help as we can to create a strong development plan for the library.
- **Bulk Mail:** Our bulk mail was cancelled for 2 years of non-use. I had us reinstated and am working with the bulk mail staff at the post office in Pottstown. They have been very helpful! This will help us in fundraising campaigns moving forward, as well as save us a lot of money on postage. When we mail a minimum of 200 pieces, our nonprofit fee is only 17 cents per piece!

Friends of the Library: I will attend the Friends of the Pottstown Library meeting this coming Monday.

## Programming & Outreach

### Library Wide

- **Mailchimp Newsletter:** We continue to have success with the biweekly newsletter. The next import I am looking to gather is our active patron list.

### Digital Services

- **Offerings:** We are currently offering computer use, Roku, Hotspots.
- **Our eResources** also include: Ask Here PA, Booklist, Creativebug, Hoopla, Learning Express, Magazines (Overdrive/Libby), Mango Language Learning, Overdrive eBooks, The Philadelphia Inquirer, POWER Library, Reference USA, Tumblebooks for Kids, WOWbrary
- **Website:** The website is regularly updated by N Forst – we are currently updating out of date materials and copy with new and exciting offers.
- **Social Media:** We are currently active on Facebook, Instagram, YouTube and Twitter. C Simmons has started a Tik Tok for the library as well. These sites are updated by M Lipsky, J Carraghan, and N Forst.

### Staff Fundraising:

- **Grocery Bags:** Still available for a donation of \$10 or more.
- **Youth Services started a Gashapon token fundraiser:** The kids seem to love it. The idea is the participant purchases a token or any number of tokens, then put them into the prize machine. We have a variety of prize levels. The goal is to raise \$100 per month throughout the year.

- **M Velez is heading up the staff fundraising committee.**

Outreach:

- **ArtFusion:** The Youth Services department has renewed partnered with ArtFusion 19464 to offer a monthly program for families in the community room geared for ages 2 to 5 starting in March
- **Family Services:** The Youth Services Department is in contact with Family Services of Montgomery County working toward offering a monthly program for families in the evenings.

Other

- Please see an update list of tasks we have worked on since the last Board meeting.

Respectfully Submitted by M Lipsky Interim Executive Director

**Tasks Completed Since January Board Meeting from M. Lipsky, Interim Executive Director**

- Secured a quote for Bloomerang to be voted on at next board meeting. I cancelled Donor Perfect as it was not cancelled by H Chang. Donor perfect was \$4500 per year. Bloomerang will be \$3546 the 1<sup>st</sup> year including professional set up and Event ticketing options. Following yearly cost \$2746.
- Secured new partnership with Montgomery County Recovery Community Center 1<sup>st</sup> event March 12<sup>th</sup>
- Got confirmation of acceptance of our Decennial report from the PA Department of State
- Acquired digital copies of our incorporation paperwork. I now have digital files and paper files so we should be prepared to apply for more grants.
- Held a Staff meeting with 15 of 17 in attendance. 1 had a family emergency and the other teaches ESL on Thursday evenings.
- I went to the Post office to renew our Bulk mail permit. I found out the account was cancelled due to non-use for 2 years. We are in the process of reactivating.
- About 90 % of our accounts and passwords have been updated to remove past employee names.
- New Credit cards were established – We will be closing 2 cards in the names of H Chang and C Wiker. We have cards for purchasing staff – N Forst, J Carraghan, L Wrenn, C Johnson and M Lipsky. We can track purchases better this way and staff doesn't have to share 1 card. We will keep the ELAN card under Pottstown Public Library for Passport postage use.
- Bank Accounts are updated, ACH was added for Payroll
- New Time Tracking Option. We are now using HomeBase. ADP has been cancelled. This new program will be a savings of approximately \$2175 per year. This program does scheduling, time off requests, and time clock with a variety of report functions, so it is a more robust program for less money.
- Continued to meet with staff one-on-one biweekly
- Continued Mentorship program through PALA – My Mentor is N Henline of Monroeville Public Library. We meet bi-weekly via zoom.
- Registered for PLA annual conference in March – I will attend virtually
- ALA conference is in June in Washington DC – Registered on 2-23-2022
- Sent grant request for Orphans and Oddfellows on 2-14-2022 (due date 3-11-2022)
- Got our Security cameras set up properly to the internet and updated the software. The picture is clearer and we have more options.
- Began working on planning Summer Reading for 2022 with Youth services staff.

- PRPL was accepted into the National Literacy Registry! We will work this year to have a more robust entry and offerings. This will open the door to more funding.
- I attended the Pottstown progress luncheon on Feb 16<sup>th</sup> hosted by the Chamber.
- Continued to bring in revenue via Notary appointments. Reordered notary receipts on 2-14-2022.
- Snow removal Company is doing a great job. Price has been very reasonable.
- Bookkeepers have settled in. They are willing to create custom reports for the board, we just need clarification as to what you want.
- Cleaning Services has been doing a stellar job with the salt. Hopefully, in the spring the cost per visit will drop as the salt removal will not be a factor in the time
- MCLINC workstations have been installed and software has been updates
- The next round of new staff computers will be distributed in March. MCLINC will again help us with installations. We paid the \$500 annual equipment upgrade fee on 2-23-22
- Plans to purge the attic have begun. This is the first step in a 5 year plan. MCLINC has cleared for us to remove old electronics not in use anymore. We will also stack up H Chang's belongings for her to come retrieve. We will purge outdated decorations and supplies. Tax info needs to be kept for 10 years.
- I went down to Norristown to meet with T Reed on Friday 2-4-2022. Got a tour and picked up the COVID tests and Longwood Gardens books. I do have 5 kits left in my office for anyone who needs one.
- New Library Cards have arrived.
- Contacted Hollenbach Plumbing and Heating about capping off toilet and removing fountains. The sewer smell is atrocious.
- We will be offering an amnesty day to have patrons return past due items with fee waived. There will be a max number that can be waived and limited to non-electronic materials. This will take place on April 20<sup>th</sup>
- We will also begin Autorenewal in Mid March or early April. This will make things easier for the patrons and reduce the number of phone calls requesting renewals. Auto renewals count toward circulation so it is a win- win.
- Improved our Guidestar rating from unlisted to Gold Star.
- H Chang has paid the DEMCO payment in full. I have retained all the paperwork for our records.
- Started a library Canva Account to assist with graphic creation for a more cohesive look.
- Registered for the niche academy class – Strategic Planning for Public Libraries on March 2<sup>nd</sup> at 2 PM
- Grants successfully applied for so far in 2022
  - Pottstown Health and Wellness \$12,000
  - ARP grant with the state of PA - \$12,791
  - Dollar General Summer Reading Grant - \$3,000
  - Orphans and Oddfellows Grant - \$10,000
  - Penguin Publishing Grant – We were not accepted this year
- Have an idea and connections for PAED and other non profits to look into renovation.
- Attended the Amazing Raise Kick off and will utilize the resources offered to the fullest
- I had new headshots taken for public relations. I paid for these, not the library, but they will mostly be used for the library.
- I have had some great connections and introductions. D Price from MOSAIC land trust, Staff at the Pottstown Education Foundation, the Development Coordinator at Phoenixville Library. I also renewed some great connections I had at the chamber and TCN from my previous business endeavors. They are excited to work with the library in the coming year.
- Working with M Velez and J Carraghan on the 2<sup>nd</sup> annual Health & Wellness Festival for 2022