

Pottstown Regional Public Library

Board Meeting

Regular Board Meeting: April 28, 2022 9 AM

Library Mezzanine

Board Members Present	Board Members Absent	Staff Present
President: F. Hylton Vice President: S. Holloway Treasurer: S. Dolan Secretary: S. Drauschak Board member: P. Whittaker Board member: W. Yohn Board member: Board member: F. Remelius (by Zoom)	D. Arms	Executive Director: M. Lipsky Staff member: M. Velez

A quorum was met: Yes

Meeting called to order at: 9:02 AM

Review & Approve Meeting Minutes

PrPL BOD Meeting minutes from March 24, 2022 were reviewed.

- **Motion by S. Dolan to approve the minutes as presented. Seconded by P. Whittaker and unanimously passed.**

Development Committee Report – P. Whittaker, Chairperson

See attached Development Committee Meeting Minutes from Wednesday, April 20, 2022.

- P. Whittaker reported that M. Lipsky spoke at First Presbyterian Church, N. Evans Street on April 24, 2022 and did a great job! F. Remelius is planning on speaking at the May 4th meeting of the Rotary Club.

May 12th Event Update – 101st Anniversary Celebration of the Pottstown Regional Public Library

- Sponsors: M. Lipsky and M. Velez shared a list of sponsors for the event. Board members are encouraged to continue reaching out to various people and businesses for sponsorship and to continue selling tickets to the event.
- Beverages: S. Holloway and S. Drauschak will shop for the wine for the event. M. Velez will have a list of wines to purchase.
- Grumpy's Sandwiches, High Street, will be providing 3 different appetizers; an around the world charcuterie board; drinks (water, lemonade, iced tea); and paper products.
- Desserts will be set up in the Children's Department. L. Anthony, High Street, will be providing gluten free mini cupcakes (\$150). Beverly's Pastry, High Street, will be providing mini cupcakes with book cover toppers. F. Hylton is covering the cost of the cupcakes from Beverly's Pastry.
- S. Dolan is continuing to work on the raffle baskets.
- Banners announcing the library's theme: "Rediscover Us! Welcome In" will be displayed before the event.
- M. Lipsky shared a map of the library set-up for the event and a program for the event that she and the library staff are working on.
- M. Lipsky will be sending personal invitations to the Commissioners of each township, plus members of Pottstown Borough Council. She will send official thank you notes to sponsors after the event (May 16).

- Board members are encouraged to arrive at the library at 6 PM on May 12, 2022 to help with set up. Board members should park behind Wheels and Motion, High Street.

Another planning meeting for the May 12th event will be held on Wednesday, May 4, 2022 at 10 AM on the Library Mezzanine. All Board members are welcome.

Executive Director Report – M. Lipsky, Executive Director

See attached April 2022 Executive Director Report.

M. Lipsky pointed out the great number of emails that she is receiving weekly (1500+). She asked Board members that have questions and/or suggestions to limit emails to once a week, unless it is an emergency, so that she has time to read and respond in an appropriate amount of time.

M. Lipsky attended the Tri County Area Chamber of Commerce Dinner on April 27, 2022. She had a chance to do a lot of networking. M. Lipsky won the Patron Sponsorship for the 2023 Annual Dinner. This includes 2 tickets to the 2023 Event on April 26, 2023; logo on the Tri County Area Event page; listing on the Power Point as guests enter the ballroom; and a listing in the Event program. A win for the Library!

Finance Committee Report – S. Dolan

The March Finance reports were recommended for approval.

- **Motion by S. Dolan to approve the March Finance reports. Seconded by S. Holloway and unanimously passed.**
- The Finance committee will move to Quarterly meetings, with monthly financial reports being sent to the entire Board prior to the monthly Board meeting. The Finance committee will examine all reports quarterly to look for patterns or items that need more information. Next Finance committee meeting will be Monday July 25th at 3:30 PM.
- F. Remelius asked how the Board is going to deal with Upper Pottsgrove Township not supporting the PrPL financially. Are residents of Upper Pottsgrove aware that the township is no longer supporting the library? M. Lipsky will be speaking with T. Reed, our District consultant, for suggestions.

Governance Committee Report – S. Holloway, Chairperson

See attached Governance Committee Meeting Minutes from Wednesday, April 20, 2022.

- **Executive Director’s Goals**
M. Lipsky’s 2022 goals were approved by the Governance Committee. The goals are observable and measurable. See the attached Executive Director 2022 goals.
- **New Board Member Search**
The Governance committee continues to search for new Board members. S. Holloway will be meeting with J. Armato of the Tri County Leadership Academy to discuss possible Board members.
- F. Remelius asked if we should consider changing Board meeting times to accommodate working people.

Property Committee Report – F. Remelius, Chairperson

- **Short term needs**

M. Lipsky has one quote for sidewalk repair. F. Remelius is contacting other contractors for additional quotes.

W. Yohn asked if the quotes will also include the extension of the sidewalk and curbing along the closed exit to Washington Street, and permanent barricades across the closed exit to Washington Street.

F. Remelius is looking for prices to restore/replace the storm drains in the parking lot. He has asked the architects for a “clean drawing” of the library and parking lot.

F. Remelius reported that PECO is offering rebates for improved lighting.

- **Long term needs**

M. Lipsky and F. Remelius will work on a new checklist to prioritize building repairs and renovations to help decide on an amount for a capital campaign

Old Business

- **Rotary Duck Race**

Each board member will be asked to sell tickets. P. Whittaker will look into getting the tickets from the Rotary Club.

- **Discussion and vote on frequency of committee meetings**

The Finance and Property committees will be meeting quarterly. The Development and Governance committees will continue to meet monthly.

New Business:

Friends of the Library:

- F. Hylton reported that the May 20th and 21st Book Sale is in question since C. Makowski fell and hurt herself. C. Makowski and her husband run the book sales. S. Dolan has volunteered to help with the set up on Thursday, May 19 from 4 – 6 PM.

Comments, Announcements, Other Business

- P. Whittaker and W. Yohn thanked S. Drauschak for detailed meeting minutes.
- A. Lenker, library staff member, provided donuts from Donut NV to thank Board members.
- F. Remelius had cupcakes delivered to the library from Beverly’s Pastry in honor of Professional Administrative Day.
- Library staff thanked the Board for the pizza and drinks that were provided during National Library week in April. D. Arms arranged for the pizza. F. Hylton wrote a thank you note to the Ice House, King Street, that donated the pizza and drinks. Board members that were present signed a thank you card.

Public Comments:

There were no public comments.

Executive Session (if needed):

No Executive Session was held.

Meeting adjourned at: 10:10 AM

- **A motion to adjourn the meeting was made by P. Whittaker. W. Yohn seconded the motion and it passed unanimously.**

Future meetings:

Meetings to be held at the Pottstown Regional Public Library, Mezzanine:

Wednesday, May 4, 2022: Development at 10 AM

Wednesday, May 18, 2022: Development at 10 AM; Governance at 11:15 AM.

Monday, July 25, 2022: Finance at 3:30 PM; Property at 4:30 PM

Thursday, May 26, 2022: Board of Directors at 9:00 AM.

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

Director's Report April 2022 – M. Lipsky, Executive Director

Reminder:

- I am super passionate about my job and love all that I am doing. However, I am working an average of 45-50 hours each week, some weeks have been 7 days a week. While I don't necessarily mind this, I also don't want to get to the point of burnout. I am having a lot of board members individually calling, emailing, and messaging. While I really, really want to assist you all individually, am loving your ideas, and want to be available at all times, I am finding that there just are not enough hours in the day for this to be sustainable. I want to move the library forward and make a huge splash in the community, but in order for me to do that, I need time to devote to the goals and workload I have. By all means, if it is an emergency, please reach out ASAP. If there is a pressing issue, please call to set up an appointment to see me. But if it is something that can wait until the next scheduled meeting, please do so. I am also getting an average of 1500 emails per week. So again, if it is not an emergency, please send 1 email per week with all your questions. That will be much easier for me to read and respond in an appropriate amount of time. I will do my best to keep you informed as a group to information and instances that I feel you need to be kept abreast about. I look forward to our long, continued partnership to benefit the Pottstown Regional Public Library.

Operations Update:

- **Masks remain “recommended” as of Monday March 28th 2022.** We did have a staff member who tested positive for COVID, but no other cases from that were reported. Curbside is still offered to accommodate those who are leery of entering the building. We have a plan to remove the signage, however, much of the signage needs to be scraped off or unmounted.
- **Hours of Operation:** Normal operating hours: Monday, Tuesday, Wednesday = 10 AM to 8 PM, Thursday & Friday = 10 AM to 6 PM, Saturday = 9 AM to 4 PM
- **Programming:** The approved Director Goals have been shared with the staff in charge of programming. Programming is picking up and our spaces are being requested. Feel free to pick up the monthly program calendars at the front desk. These are also posted on our website.

Trustee Notes (No new updates)

- **Ongoing search for new board members:** to fill in gaps for the upcoming year. The board is currently at 8, we would prefer the number to be 11. We will continue to move toward our goal of diversity. I also recommend looking for potential members with useful skills. For example: Legal counsel, financial or investment specialist, Fundraising specialist, Marketing specialist
- **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. If you would like to come for a tour or an in-depth conversation, let's schedule an appointment together. Feel free to contact me at any time.

Technology Update

- **Laptops from MCLINC:** 6 Laptops have arrived. When N Forst returns from vacation, we will barcode them and have them available to patrons.
- **Workstations from MCLINC:** 4 new workstations were installed by MCLINC and are up, running, and fully functional.
- **MAC info:** (No new Information to share).

Staff & Volunteers

- **Staff Changes:** No staff changes since the addition of 2 in January. J Bosco and R Lipsky both confirmed their return as seasonal employees in May and will help throughout Summer Reading.
- **Passport Training:** C Davis and C Shachter have completed their online training and are both in the observation stage of Passport Agency. We will then have 9 passport agents. We raised the price of passport photos to \$13, which will still be the lowest price. We are moving the Passport office this afternoon. I hope this change will allow more passport appointment to be scheduled. I have asked E McNichol to give me an itemized list of passport supplies, both needs and wants, so we can have a better handle on budgeting needs for 2023.
- **Department Changes:** None since last meeting 😊
- **New Hires:** We currently have 16 staff members, 2 seasonal, plus the Executive director. At this time, we are not holding an active staff search, however, I am evaluating the need of a 2nd Page.
- **Volunteers:** No New Updates
- **Employee Handbook:** Was updated and approved. All staff has received a copy of the updated version.

Continuing Education & Meetings

- I attended a Social Media Marketing webinar on March 30th, Chamber Breakfast on Wednesday April 20th, Financials for Nonprofits webinar on Tuesday April 26th, and a Direct Mail Webinar on Wednesday April 27th.
- **MCLINC Directors Meeting:** MCLINC Directors meeting will be held via zoom on Friday, April 29. I will be in attendance
- **District Meeting:** District Meeting was held yesterday, April 27th via zoom. I attended this meeting
- **PLA Conference:** Attended virtually in March. Very helpful information was shared.

- **ALA Annual Conference in June:** I will attend the ALA annual conference in Washington D.C this year from June 23rd through June 28th. I plan to work at the library on the 23rd, attend the board meeting, and the Tri-County Chamber Economic Lunch, then will drive to Washington D.C.
- **Ryan Dowd Training: No New Updates:** The staff has been turning in completion certificates for these trainings. We will definitely meet our continuing ed credits for all staff members for the next 2 years! I am keeping track of my education credits to report in the state report next year. The Executive Director is the only one who they request proof of continuing ed each year. I am prepared to be able to provide that for next year.
- **Staff Meetings Scheduled:** 9 AM January 20th, 6 PM February 10th, Director Video Message March 10th (due to in-service day on the 4th), 6 PM April 7th, 9 AM May 12th, Director Video Message June 9th (due to in-service day on the 3rd), 9 AM July 7th, 6 PM August 11th, Director Video Message September 8th (due to in-service day on the 2nd), 6 PM October 6th, 9 am November 10th, Director Video Message December 8th (due to in-service day on the 2nd).
- **MLIS progress** – I was approved for the extension by the state to continue my Masters’ Degree on March 2nd. In May I will have completed 15 credits of 36 with a cumulative GPA of 4.0. I am enrolled in 2 classes this summer, and 2 this fall. My plan is to take 1 winter and the final 2 classes in the spring sessions with a goal of graduating in May of 2023. If you want to see my transcripts, I am happy to share them!

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.

Property

- **Checklist:** F Remelius has offered to try to get a digital/editable copy of our current list, so I can more easily update and add to it. We will be making a short-term list and a long-term list.
- **Heating unit needs a motor replacement:** the HVAC Motor was replaced.
- **Sewer smell:** A J Ecker will begin the removal of the broken toilet today or tomorrow.
- **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. There is much to be done, but this is an important project!

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. I will set a reminder earlier to make sure you get these reports sooner. Our bookkeeper comes on Thursday’s so I will ask for the reports to be ready to run by the 3rd Friday of the month.
- **2021 Audit:** No updates from B Akins.
- **Annual Reports 2021:** The State Report is completed and signed. I have sent it to T Reed for submission. I have the Annual report and Spring Appeal offering under proof reading and review. I would like to send this out via direct mail.

Development

- **Bloomerang:** Bloomerang is up and running. M Velez is training and will be our staff point person.
- **The main focus of this committee is the Event on May 12th**
- I recommend if there will be another event in Fall, that we begin planning at the May Development committee meeting.

Staff Fundraising:

- **M Velez is heading up the staff fundraising committee**
- **Grocery Bags:** Still available for a donation of \$5 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.
- **We also have a very successful Candy Bar Sale going on.**
- **Staff Fundraising events:**
 - Fall Coffee/Tea Fundraiser (Tumbler and custom coffee/teas sale) Sept through December
 - Health & Wellness Festival (Community event & Fundraiser) September
 - Amazing Raise - October
 - Brass Band Cookie Walk – (Community event & Fundraiser) December
 - Paranormal investigation – TBD

Grants:

- The **Soroptimists' of Pottstown** have committed to sending a donation to support the Summer Reading Program. We will hear from them following their April meeting – No word yet
- The **Orphans and Oddfellows** – we are still waiting to hear from this organization.
- **Pottstown Health and Wellness foundation** grant application for \$13,000 was successfully submitted and is under review.
- **PNC Thomas Taylor grant** for \$10,000 will be submitted as of May 1st
- **Porter Brower** committee at First Presbyterian Church of Pottstown was sent a letter with a request to cover the cost of the new 6 laptops.
- L Wrenn has applied for the **Summer Reading Grant from Dollar General**. We are waiting to hear back.
- I applied for an **ALA recovery grant** in the amount of \$20,000.
- Next grant focus will be the **Greater Pottstown Foundation grant**. We got \$13,000 in the past from them.

Friends of the Library:

- I attended the April Friends of the Library meeting.
- The Friends have reimbursed us for the new fax machine and register. These will both be set up ASAP – hopefully today!

Programming & Outreach

Library Wide

- **Mailchimp Newsletter:** Can be integrated with Bloomerang to give us more options to reach our patrons for a variety of reasons.

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. We have added a page for Sunshine Act compliance as well as a page for the May 12th event and our theme. **Rediscover us! Welcome in!**
- **Social Media: No new updates:** 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.

Outreach:

- **Pottstown Parks & Rec** have asked us to partner again for Summer reading
- **We have 2 Story Walks planned for the summer**
- **Montgomery County Recovery** held a Narcan workshop here on April 9th
- **NDS Summer meals for kids – we will offer breakfast and lunch 2 days per week**
- **ArtFusion:** The Youth Services department has renewed a partnership 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.
- **Pottstown Eco-Fest** – April 23rd We had a table and staff at the Eco-Fest, offering children’s activities, bag sale and information
- **MOASIC community land trust** – Partnering together for summer reading programming for 2022

Respectfully Submitted by M Lipsky, Executive Director

Director’s Goals – 2022

Collection:

- Add World Language Section to both Youth Services and Adult Services with concentration on Spanish and English as a Second Language materials.
 - Measurable by seeing a physical section on the main floor

Programming:

- Offer 8 Adult Programs, 15 Youth/Teen Programs and 5 community programs per month by June of 2022
 - Measurable by counting the number of programs on programming calendar.

Funding:

- Secure \$200,000 in grants and fundraising in 2022
 - Measurable through Bloomerang and Financial Reports

Organization:

- Complete Donor Database set up and implementation by May 2022
 - Measurable by viewing Bloomerang and using for appeals, tickets and more.
- Review and Revise all essential policies in 2022 – compare to lists on ALA.org and OCL of PA
 - Measurable by presenting list to the board

Personal Goal:

- Organize Executive Director Hard Drive to make finding files easier and to make important files accessible. Current number of files 37,889. This includes M Lipsky’s file plus files from S Davis, M Kehoe, H Chang, T Iezzi and L Kraljevich.

PRPL BOARD COMMITTEE MEETING

Development Committee

Date: Wednesday, April 20, 2022

Attendees: D. Arms, S. Drauschak, F. Hylton, P. Whittaker, M. Velez, M. Lipsky

Reports

- Committee Chairperson Report:
P. Whittaker asked that M. Lipsky speak at the Pottstown Rotary Club Meeting about the upcoming 101st Anniversary Celebration of the PrPL. Unfortunately, many of the dates conflict with other meetings with the Borough and/or township meetings. M. Lipsky will check with staff members or possibly, other Board members to speak at the meeting.

Items Discussed

101st Anniversary Celebration of the PrPL on Thursday, May 12, 2022

- The library has received the Special Liquor License (for the event) and the Small Game License for the year.
- Board members have contacted various businesses and people to be sponsors of the event, handing out packets and flyers designed by library staff. M. Lipsky has compiled the list of sponsors and donations received so far and emailed the list to Board members. Additional companies and groups were suggested.
- D. Kerns from the Historical Society will speak at 7:30 PM and 8 PM on the Library Mezzanine. M. Lipsky will make announcements about his talks and times will be listed in the program.
- Each of the table stations will have a staff member to engage people in learning about the library. Wine tasting will be offered at each station.
- F. Hylton has contacted Beverly's Pastry Shop to make mini cupcakes with toppers of children's books. F. Hylton shared the program from the 75th Celebration of the Library.
- Staff will be making other desserts and sweets for the dessert tables in the Children's department.
- M. Lipsky will check with Grumpy's about the food options that were selected. She will also ask about drinks, paper products, and tablecloths.
- M. Lipsky will research tablecloth options – fabric instead of plastic tablecloths.
- Board members will be asked to continue looking for sponsors, donations, hand out flyers, and continue selling tickets to the event.
- Additional sponsor packets were printed and given to committee members.
- The event will continue to be advertised in the Mercury; the Sanatoga Post; the library's Facebook page and other social media; and the bi-weekly newsletter of the library. The event is also posted on the library's webpage.

Overview of Upcoming Events

- A Holiday/Christmas fund raiser was mentioned which will include a cookie walk through out the library and a brass band, which is being planned by the staff.

Public Comment

- No comments were made.

Other Business

- Upcoming Development Committee Meeting
Wednesday, May 4, 2022 10 AM Library Mezzanine

Action Items/Next Steps

- Contact Wolf, Baldwin & Associates to be a sponsor: D. Arms
- Contract Truist Bank to be a sponsor: S. Drauschak
- Contract E G Landis Jewelers to be a sponsor: S. Drauschak
- Contract CMD Transportation to be a sponsor: F. Hylton
- Contact the Hill School to be a sponsor: M. Lipsky
- Contact Grumpy's about the food options for the event (drinks, paper products): M. Lipsky
- Research tablecloth options: M. Lipsky and M. Velez

PRPL BOARD COMMITTEE MEETING MINUTES

Governance Committee

Date: April 20, 2022

Attendees: F. Hylton, S. Drauschak, D. Arms, M. Lipsky, S. Holloway

Opening Business

- Introductions
- Approval of minutes from March meeting Motion made by F. Hylton, seconded by S. Drauschak – all approved.

Reports

- Committee Chairperson Report: no report
- Library Director Report: no report

Items for Discussion

- Executive Director Goals & Progress
 - M. Lipsky answered questions and provided additional details about her annual goals for 2022. The goals are attached to the minutes. A motion to accept the goals was made by S. Holloway and seconded by D. Arms – all approved.
- New Potential Board Members
 - S. Holloway contacted TriCounty area chamber and is waiting for a reply.
 - M. Lipsky will reach out to Borough Hall regarding the Citizens Leadership Academy.
 - It was mentioned that an attorney and someone with a financial background would be good board candidates. D. Arms will reach out to a potential contact.
- Duties of governance committee - those duties were reviewed using our bylaws and information from the training Leadership by Design and SCORE presentation.
- Frequency of meetings – a decision on whether to meet monthly or quarterly was tabled until next month. F. Hylton reviewed tasks to be completed in each quarter of the year:
 - First quarter – approve goals for the Executive Director and plan staff appreciation.
 - Second quarter – midyear evaluation of ED, carry out staff appreciation event.
 - Third quarter – policy review and revision
 - Fourth quarter – year end evaluation of ED including salary review, nomination of officers every two years.
 - On going – consideration of potential board members, development and implementation of a strategic plan.

Review of Policies - none at this time

Overview of Upcoming Governance Events

- Staff Recognition – the staff appreciated the personalized thank you cards and pizza lunch donation by the Ice House Deli. The board members will sign a thank card for the Ice House at the meeting on April 28th.
- Appreciation week for the Friends of the Library is October 16 – 22nd. Recognition of their efforts and contribution will take place during that week.

Public Comment - none

Other Business

- Upcoming Committee Meetings – May 18, 2022 at 11:15 in the mezzanine at the library.

Action Items/Next Steps

- S. Holloway – if possible, speak to new graduates of the TriCounty Leadership Academy about a potential role on the board
- M. Lipsky- contact Borough Hall regarding Citizens Leadership Academy
- D. Arms – inquire with local law firm about interest in a board position.