

# Pottstown Regional Public Library

## Board Meeting

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### Regular Board Meeting: July 28, 2022 6 PM Library Mezzanine

Board Members Present	Board Members Absent	Staff Present
President: F. Hylton Vice President: Treasurer: S. Dolan Secretary: S. Drauschak Board member: W. Yohn Board member: D. Arms	S. Holloway	Executive Director: M. Lipsky Staff member: M. Velez Guest: C. Marchesani

**A quorum was met: Yes**

**Meeting called to order at: 6:01 PM**

#### Introductions:

C. Marchesani – a lawyer with Wolf, Baldwin Associates, 800 E. High Street, Pottstown, PA. – a potential PrPL Board member.

#### Review & Approve Meeting Minutes

PrPL BOD Meeting minutes from June 23, 2022 were reviewed.

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

#### Development Committee Report – Need a New Chairperson

- July 20, 2022 Meeting minutes were sent out for review.
- F. Hylton will act as the Interim Chairperson until a permanent chairperson volunteers. D. Arms will be joining the committee.
- Library Director report:  
The auditor had some questions about the funds raised at the 2021 Chair-ity Event. F. Hylton and S. Drauschak gave M. Lipsky figures that were shared with them at the May 27, 2021 BOD meeting by the former Director and a Quickbooks report called “Chair-ity 2020” that they received from the former Director at the June 24, 2021 BOD meeting. M. Lipsky gave all the information to the auditor.
- M. Lipsky shared future staff fundraisers which are listed in her Director’s report that is attached.

- Details for the Tea Party event
  1. Date – Saturday, September 24, 2022 at 3 PM
  2. Event title: Library Lovers' Tea
  3. Event for 40 people. All tickets will be sold ahead of time - \$50.00 a ticket that may be purchased online or at the library. Ticket sales will be tracked through Square and Bloomerang.
  4. No rain date and no refunds. This is a fundraiser for the PrPL. We will use canopies if it rains.
  5. Everyone that attends will qualify for a door prize (possible prizes: books, mums, items from S. Dolan)
  6. 50/50 raffle: \$5.00 per ticket (cash)
  7. Food: Mini sandwiches from Giant; fancy mini dessert or desserts from Beverly's Pastry Shop; M. Lipsky will make English biscuits/scones.
  8. Flyers and tickets will be designed.
  9. T. Purdy from Three Daughters Inn will post the event on her website. The Tea will be posted on the PrPL website and on social media.
  
- The next meeting of the Development committee will be Wednesday, August 17, 2022 at 10:00 AM.

## Finance Committee Report – S. Dolan

- Did not meet in June or July.
- Reports were sent out to Board prior to meeting via email.
- There were several questions about some accounts and budget lines which were answered by M. Lipsky. Our bookkeeper is still working on correcting some of the QuickBooks accounts from the way items were entered and recorded by the former bookkeeper. This has been a long process. M. Lipsky and the bookkeeper have also been gathering additional information for the auditor.
- M. Lipsky pointed out that the PrPL has two credit card accounts. All credit cards in former staff members' names have been closed. The library Elan Credit card account has a card for each department, with a total credit limit of \$20,000. The cards will make it easier to track each department's expenses, which will help with the budgeting process for 2023. The library has an Amazon Business Line of Credit for \$5,000 which is only used for purchasing library materials. All accounts are fully paid at the end of each month.
- M. Lipsky is still waiting for the former Executive Director to close the bank account at TD Bank, which was for the PPP loan, and is only in the former director's name. The account can only be closed by the former director. M. Lipsky has reached out to her by phone, email, and text.
- M. Lipsky will speak to Mr. Wetty about the Wetty account.
- Finance committee will recommend approval of April, May, and June Finance Reports to submit for audit at the August BOD meeting.
- M. Lipsky will be attending the August meetings of the Borough and the three townships to share happenings at the library and thank them for continuing to financially support the library.
- D. Arms suggested that letters be posted on the library website that patrons could use to send to the township commissioners and Borough Council members asking them to financially support the library.
- Next Finance committee meeting will be Monday, August 22, 2022 at 4 PM.

## Governance Committee Report – S. Holloway, Chairperson

- The Governance committee recommended the reactivation of B. Brogley as a PrPL Board member.

**Motion by D. Arms to reactivate B. Brogley as a PrPL Board member. Seconded by S. Dolan and unanimously passed.** B. Brogley will serve out his term of 2021-2023.

- S. Drauschak pointed out M. Lipsky's mid-year review of her 2022 Director's goals which are attached. The Governance committee was impressed with M. Lipsky's progress and evidence of meeting her goals!
- Next Governance committee meeting will be Wednesday, August 17, 2022 at 11:15 AM.

## Property Committee Report – Need a New Chairperson

- Did not meet in July.
- M. Velez made an editable spreadsheet of the 2017 Property Maintenance / Improvement Report created by C. Elliott of Whitegate Contracting, a former Board member. M. Lipsky will be updating the report and looking at it with the Property Committee and the Strategic Planning committee. Thank you, M. Velez!
- Several staff members have had family members help install a new screen and projector and other repairs. Thank you, staff!
- M. Lipsky and D. Arms are still looking for a mowing company. Many companies are not taking on new clients.
- F. Hylton suggested hiring a PT maintenance person to do mowing, cleaning, weeding, trash pick-up, and other maintenance jobs.
- Next Property committee meeting will be Monday, August 22, 2022 at 5 PM.

## Executive Director Report – M. Lipsky, Executive Director

- See attached July 2022 Executive Director Report and Mid-Year Goals.
- Annual Appeal letter was mailed on Wednesday, July 27, 2022. Complete Graphics, Inc. (38 E. High Street, Pottstown) printed, folded, and mailed the letters at the post office. 4800 Appeal letters were mailed, and extras will be available at the circulation desk. M. Lipsky shared copies with the Board. Everyone was very pleased with the colorful Annual appeal letter!

## Friends of the Library Report – F. Hylton

- The Friends will have a book sale on August 26 and 27, 2022.
- M. Lipsky will be meeting with the Friends in August to discuss moving the Book Nook to a more visible location in the library.

## Old Business

- Strategic Planning Committee has been developed. A SWOT (Strengths, Weaknesses, Opportunities, and Threats) questionnaire has been sent to Board members and library staff. The questionnaire is to be completed by August 5, 2022 and returned to T Reed, District Consultant. The goal is to have the Strategic Plan completed by December 2022.
- Rotary Duck tickets - There was some confusion about how many tickets were sold. M. Lipsky is working with the Rotary Club. She is making notes on how to better track the sale of Duck tickets for next year. Our goal was to sell 300 tickets. D. Arms bought tickets for the staff which was appreciated. Thank you, D. Arms!

## New Business:

- There was no new business.

## Comments, Announcements, Other Business

- **Public Comments:**

There were no public comments.

## Executive Session (if needed):

No Executive Session was held.

## Meeting adjourned at: 7:23 PM.

- Motion to adjourn the meeting was made by D. Arms. S. Dolan seconded the motion and it passed unanimously.

## Future meetings:

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

**Wednesday, August 17, 2022: Development at 10 AM; Governance at 11:15 AM.**

**Monday, August 22, 2022: Finance at 4:00 PM; Property at 5:00 PM**

**Thursday, August 25, 2022: Board of Directors at 6:00 PM.**

**Strategic Planning Committee: TBD**

**Appointments with Executive Director as needed: to schedule, email: [mlipsky@mclinc.org](mailto:mlipsky@mclinc.org)**

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

## Director's Report July 2022 – M. Lipsky, Executive Director

### Operations Update:

- **Masks are still “Required”.** We are following the Montgomery County Guidelines. Current transmission rates are “high”.
- **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:** Summer reading promotion has 2 more weeks and is progressing very well. We have reached our Adult programming goal as of June 2022.

### Trustee Notes

- **Board resignations: F Remelius as of June 22<sup>nd</sup>, 2022**
- **Ongoing search for new board members:** We have tightened up our onboarding process for new board members and have a clear written plan that the Governance Committee will be following. We have invited a number of guests to see our meeting this month. We welcome them. I am happy to answer any questions you might have.
- **Board sessions with Executive Director:** Please feel free to schedule time to chat with me if needed. Making an appointment is the best way to ensure my full attention.
- **Strategic Planning Committee:** The Board and Staff were sent a survey by T Reed. Please take a moment to fill out completely. All identifying information will be stripped before T Reed shares with me or the other board members.
- **Board meeting Time:** Tonight, is our first evening board meeting. I have received a lot of positive feedback regarding the time change.

### Technology Update

- **Computer issues:** The computer issues have reduced and the occasional down time has been very short. These outages are not specific to the library. The staff is quick to put up signs and make sure the public is aware of any issues.
- **New Hire:** I will be posting a job opening in August for an on-site, part time IT professional to help with our technology needs. N Forst and I are doing the best we can, but it would be helpful to have someone who can step in for tech, and also be a computer liaison for patrons so that we are not pulled so often from our regular duties.

### Staff & Volunteers

- **Staff Changes:** D Williams was hired as a Seasonal Circulation Clerk. Our Seasonal positions are now full. I will work with the seasonal staff to fill them into the schedule on breaks and during the summer. It is always a help to have extra hands during these busy times.
- **Hiring:** I will be posting for a Part-time Circulation Library Assistant/Passport agent, and a Page in the next few days. All staff will be receiving updated Job descriptions to be clearer about expectations and duties. They will get a copy and a copy will be placed in their personnel file.
- **Passport Training:** Passports are a fabulous source of income while being a great service to our community. The new hire staff will be trained for passports. We can consider hiring another passport only staff member and 1 circ or have 1 cross trained.
- **Department Changes:** No Updates: This is still ongoing: M Velez has offered to be cross trained to fill in if needed at Circ. J Carraghan and I will be identifying staff members to cross train in the event of being short staffed for short amounts of time. It is also good for each department to understand the workload of their colleagues.
- **New Hires:** We are currently at a staff of 16. This includes 3 seasonal employees, so in reality we are at a main staff of 13. I have been working on updating all job descriptions and will be posting job openings soon.
- **Volunteers:** We revised our Volunteer forms. We have had a few applications for volunteers and also had students from the Hill School come for a cleanup day on July 15<sup>th</sup>.

### Continuing Education & Meetings

- **Meetings & Webinars:** I attended the 9 in 5 Chamber breakfast on June 9<sup>th</sup>, The Pottstown Borough Committee of the Whole meeting on June 8<sup>th</sup>, How to build a great workplace culture webinar on June 16<sup>th</sup>, Donor Database Amazing Raise Webinar on Wednesday, June 22<sup>nd</sup>.
- **MCLINC Directors Meeting:** MCLINC Directors meeting was held via zoom on Friday, June 17<sup>th</sup>. I attended.
- **District Meeting:** District Meeting was held Wednesday June 22<sup>nd</sup>. I attended this meeting
- **PALA Director's Institute:** The Directors Institute was in person June 5<sup>th</sup> through June 8<sup>th</sup> in Harrisburg. Fantastic info and networking!
- **PA OCL Director Training:** I was accepted into the PA OCL Director training which is an online module-based program. As of Tuesday July 26<sup>th</sup>, I am 90% through all the modules. There is a lot of great information.
- **ALA Annual Conference in June:** I attended the ALA annual conference in Washington D.C this year from June 23<sup>rd</sup> through June 28<sup>th</sup>. I feel I got some great information, however returned with covid. Just a sign of the times.
- **Staff Meetings Scheduled:** We held our 2<sup>nd</sup> In-Service day for staff on Friday June 3<sup>rd</sup>, I met with supervisors from 11 to 1 and then the full staff from 1 to 6, followed by a Taco Night at my home for anyone who wished to join us. We held a staff meeting on July 14<sup>th</sup> at 6 PM. Upcoming: In Service Day on Wednesday August 31<sup>st</sup> (change due to a Polaris Upgrade so computers will be down). Staff Meeting at 6 PM on October 6<sup>th</sup>, 9 am November 10<sup>th</sup>, In-Service Day on Friday December 2<sup>nd</sup>. Holiday Party tentatively on December 18<sup>th</sup>.
- **MLIS progress** – I have completed the 1<sup>st</sup> summer session with a course on Leadership and now have finished 18 credits of 36 with a cumulative GPA of 4.0. I am enrolled in a Marketing for Libraries class now, 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:

- **Statistical reports:** Please see Statistical report for June 2022.
- **Book purchasing:** We are on track to meet or exceed out 12% goal in spending on circulation materials.

### Property

- **Borough Citation:** The sidewalks are now compliant. No further action needed.
- **Checklist:** M Velez has created an editable checklist in excel for us to update. It is fabulous! Thank you, M Velez!
- **Attic cleanout:** N Forst, J Carraghan, and I will be working a few Sunday's to get the attic tidied and also get items ready to be recycled at our recycling event!

### Finance

- **Reports:** Please see provided reports.
- **2021 Audit:** We have a few loose ends to tie up, then the 2021 Audit will be complete. I am working closely with our bookkeeper, S Nester to provide all the information.
- **Annual Reports 2021:** Has been posted to our website.

### Development

- 1<sup>st</sup> Appeal letter is going out this week. We have the bulk mail figured out! Complete Graphics is printing and prepping and will take to the post office for us.
- Library Lover's Tea event to be held at Three Daughters Inn, Pottstown on Saturday, Sept 24<sup>th</sup> at 3 PM.
- M Sossman and I will be having one on one meetings with potential large donors. If you know of anyone, I should be meeting with please send me the contact information.

### Staff Fundraising:

- Grocery Bags: Still available for a donation of \$5 or more.
- Youth Services started a Gashapon token fundraiser: 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:**
  - Tumblers have been ordered. They will be for sale for \$12.50 each, Sept through December
  - Mr. Sticky's Fundraiser – Orders will be taken through August 19<sup>th</sup>. Delivery will be August 25<sup>th</sup>.
  - Boscov's Friends and Family Coupon Sale. August – October. We have 500 coupons, and make \$5 a coupon.
  - Health & Wellness Festival (Community event & Fundraiser) September 17<sup>th</sup> from 10 AM to 3 PM
  - Amazing Raise - October
  - Paranormal investigation – October 28th
  - Brass Band Cookie Walk – (Community event & Fundraiser) December 1st

#### Grants:

- **To date we have been granted \$52,771 in grants:**
  - \$10,000 Orphans & Oddfellows, \$10,000 Thomas Taylor PNC, \$3000 Dollar General Summer Reading, \$2000 Soroptomists, \$12,000 Pottstown Health & Wellness Foundation, \$12,771 COVID relief ARP grant, \$3000 Porter Brower Grant 1<sup>st</sup> Presbyterian Church.
  - We are still awaiting approval for the Greater Pottstown Foundation in the amount of \$15,000 – if awarded this, we will have acquired \$67,771 in grants in the 1<sup>st</sup> half of the year. I have a vast list of grants we will be writing in the 2<sup>nd</sup> half. Many of these we never tried for before, so we won't get them all.
- **NEW Grants:** we are working with the Borough, TCN, TCACC, and the District to look for new opportunities of grants.

#### Friends of the Library:

- I attended the June Friends of the library meeting.
- No meeting in July
- I will be working on a proposal to move the Friends from their current location to the far end.
- The Friends have a book sale August 26<sup>th</sup> & 27<sup>th</sup>.

#### Programming & Outreach

##### Digital Services

- Booklist: The consortium has discontinued our subscription to Booklist. It has been removed from our website.

##### Youth Services Programming Notes:

- For the August meeting, we will have a report available from the Youth Services Staff. I want to make sure they are able to showcase their hard work and programs they are proud of. Look for this new feature next month!

##### Adult Programming Notes:

- For the August meeting, we will have a report available from the Adult Services Staff. I want to make sure they are able to showcase their hard work and programs they are proud of. Look for this new feature next month!

##### Circulation and Collection Development

- For the August meeting, we will have a report available from the Circulation Services Staff. I want to make sure they are able to showcase their hard work and programs they are proud of. Look for this new feature next month!

##### Outreach:

- **Pottstown Parks & Rec:** YSD is hosting a program every other week at the summer camp.
- **We have 2 Story Walks planned for the summer**

- **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
- **National Night Out – August 2nd –** we will have a table and staff offering children’s activities, bag sale and information
- **MOASIC community land trust –** Partnering together for summer reading programming for 2022
- **MCCC –** We have reestablished our partnership with MCCC and are looking for ways to expand.
- **Pottstown GoFourth:** we had a vendor table from 8 AM to 5 PM during the GoFourth Celebrations. There has been a lot of positive feedback from both staff and patrons!

Submitted by M Lipsky, Executive Director

## Director’s Goals – 2022 – Mid Year Report submitted by M Lipsky, Executive Director

### 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

We acquired the Pottstown Health and Wellness Grant for 2022 in the amount of \$12,000. J Carraghan has already begun to order the materials to improve our Nonfiction offerings in both Spanish and in English. \$6000 will be used to purchase book materials, \$4000 will be used to purchase 100 Playaway™ Audio books. \$1,000 will be used to purchase a new shelf/display for the Spanish materials on the main floor. The final \$1000 will be used to pay for marketing and items needed for our 2<sup>nd</sup> annual Health & Wellness Festival to be held on Saturday September 17<sup>th</sup> from 10 AM to 3PM (rain or shine).

We are also offering Bilingual Storytime on Tuesdays at 10:30 AM. M Velez is also being certified as a passport acceptance agent to assist Spanish speaking patrons. J Carraghan is looking into training the staff on American Sign Language as well to assist the hearing impaired.

### 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.

I have provided the June, July, and August Youth, Teen and Adult calendars for your review. As you can see we have exceeded the goals for number of program offerings. We participated in the Pottstown GoFourth events and handed out fans that said, “I’m a fan of Pottstown Library” 😊 Program attendance has improved since the pandemic. We will be participating in Pottstown National Night Out on August 2<sup>nd</sup> and another block party on August 9<sup>th</sup>. We will be inviting many community services to participate with us in the Health and Wellness festival. We also have a community recycling event on August 20<sup>th</sup>.

I have asked the department heads to begin to prepare a monthly report for me. I will share them with the board. I want to make sure the board sees all the hard work being done by the staff!

### Funding:

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

To date we have been granted \$52,771 in grants: \$10,000 Orphans & Oddfellows, \$10,000 Thomas Taylor PNC, \$3000 Dollar General Summer Reading, \$2000 Soroptomists, \$12,000 Pottstown Health & Wellness Foundation, \$12,771 COVID relief ARP grant, \$3000 Porter Brower Grant 1<sup>st</sup> Presbyterian Church. We are still awaiting approval for the Greater Pottstown Foundation in the amount of \$15,000 – if awarded this, we will have acquired \$67,771 in grants in the 1<sup>st</sup> half of the year. I have a vast list of grants we will be writing in the 2<sup>nd</sup> half. Many of these we never tried for

before, so we won't get them all.

Fundraising has been going well! We have a variety of fundraising opportunities that are designed for a variety of giving abilities. Here is a list of upcoming fundraiser events:

- Boscov's Coupons for \$5.00 will be sold at the circulation desk. Date to use coupons is in October. The library will receive 100% for each coupon sold.
- Mr. Sticky's Sticky Buns – The library will receive 40% from orders taken.
- Texas Roadhouse Restaurant night (Royersford – August 25, 2022) – 10% earned. Library will hand out coupons.
- Dairy Queen Restaurant night (High Street, Pottstown – September 7, 2022) Library will earn 20%. Coupons will be available at the library and online. Coupons will also be given to students in Pottstown School District and Pottsgrove School District.
- Recycle event at the PrPL with PAR Recycling on August 20th. The event will include shredding and recycling electronics. The company waved the \$1250 fee for the library. \$10 per car (still working on details)
- Selling Coffee Tumblers – 2 styles - \$12 each
- Special PRPL Logo merchandise Sale in October – People order, we make a percent of all sales
- PRPL Logo Bags \$5 each
- Continued sale of Gertrude Hawk candy bars at the circulation desk.
- We will be launching a planned giving campaign soon. Delayed because I got Covid (sorry!)
- Holiday Book Tree in December.
- Amazing Raise Participant - October 2022
- Paranormal Event - October 28th
- Cookie Walk Event - December 1<sup>st</sup>
- Leaf Bags (not a huge fundraiser, but something) I will order from the borough in early August

Summer Appeal letter is at the printers and will be mailed shortly. The problems with the Bulk mail at the Pottstown post office have been solved.

Also, Passports have picked up. We are booked and doing well. I would like to add renewal service to increase income.

#### **Organization:**

- Complete Donor Database set up and implementation by May 2022
  - Measurable by viewing Bloomerang and using for appeals, tickets and more.

Bloomerang is fully functional. I will be going over the info with M Sossman to maximize our use. We have forms integrated into our website and social media.

- 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

This will be an ongoing project. So far we have approved 5 policies. I am working on the list from ALA.org. I believe we have the majority of necessary policies in place, some just need to be reviewed.

#### **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 files plus files from S Davis, M Kehoe, H Chang, T Iezzi and L Kraljevich.

This will also be an ongoing project. I have cleaned up a lot of the files and consolidated file folders. I have a decent system to find documents I am looking for. I am deleting personal files found from H Chang and L Kraljevich as I find them. My goal is to have it accessible to the point that items are easily searchable and in a reasonably labeled folder for ease of use moving forward.