

Pottstown Regional Public Library

Board Meeting

Regular Board Meeting: March 28, 2023 5 PM

Community Room (In Youth Department) and Zoom

Board Members Present	Board Members Absent	Staff Present
President: S. Holloway Vice President: D. Arms Treasurer: S. Dolan Secretary: S. Drauschak Board member: B. Brogley Board member: D. Spence Board member:	M. Hedgepeth	Executive Director: M. Lipsky Staff member: M. Velez Guest:

A quorum was met: Yes

Meeting recorded: Yes

Meeting called to order at: 5:00 PM

Welcome and Introductions:

Review & Approve Meeting Minutes

PrPL BOD Meeting minutes from February 28, 2023 were reviewed.

- **Motion was made by S. Dolan to approve the minutes as presented to submit for audit. Seconded by S. Holloway and unanimously passed.**

Development Committee Report – D. Arms, Chairperson

- Development Committee met on Wednesday, March 22 at 11 AM in person and by Zoom.

Reports

- Committee Chair Report: D. Arms spoke to B. Ohanesian, President of The WordTech Group in the Circle of Progress. He would be potentially interested in sponsorship opportunities for events but more specifically he said WordTech focuses on print and direct marketing campaigns for non-profits. If they can put together a campaign and run it successfully, they would be happy to contribute back up to 5% of the fees involved with the work. His information was sent to M. Lipsky for further review.
- Library Director Report: J. Carraghan provided the report: We are looking into getting more soft seating, grants are being explored for the new furniture. Most fundraising takes place from April to December. Expenses continue to increase, and we need to work on funding. J. Carraghan finished a grant application for PECO related to natural gas for a reduction of up to \$500 in our bill. Staff continue looking for grant opportunities. We need business and corporate sponsors.
- Fundraising Report: As of March 14th \$8,891.66 of the \$110,750 budget has been raised.

Items for Discussion

- Program Sponsorships: Staff members came to the meeting very well prepared explaining programs that are in place and a wish list of programs and costs for the future. Thank you: J. Carraghan, M. Bealer, and C. Johnson.
 - Youth Services: Magician, Interactive Theater, Indian Run Environmental Education Center, Mr. Mike (\$125-\$150), Supplies (varies), Prizes, T-Shirts for Summer Reading (\$2000), Abbreviated Summer Program (\$400)
 - Bookwalk/Story Walk – permanent installation at Riverfront Park
 - Adult Services: Ceramics DIY Workshop, Bingo Night – varies on cost based on # of baskets etc., Workshops/Events – guided painting (supplies), jewelry workshop (Studio 36, Hammer & Stain) - \$200-500 per program, supply wish list (prizes, etc), PrPL promotional things, grand prize raffle baskets for end of summer reading challenge,
 - Recurring programs – afternoon adult crafting (varies), cookbook club - \$15 a month
- Book Plates/Donations for New Books – J. Carraghan is redesigning the brochure for “Fill the Shelves”. People can give a monetary gift to add materials by genre, newly published by specific titles, age level – children’s, Young adults, adults. \$25 was the suggested amount. Playaways, DVDs, and photography books cost more. An entire shelf can be adopted - \$500 for a shelf worth of materials (books, DVDs, etc.). Materials added will include bookplates. The form and process for purchase has been updated and will be available on the PrPL website plus be available in the library.
 - Mother’s Day will be the kickoff for “Fill the Shelves” – S. Drauschak suggested “Books last longer than Bouquets”.
 - The “Mindfulness Cart” is another opportunity for people to donate coloring books, magazines, puzzles – materials and information for people to use in the library.
- Corporations/Businesses Research
 - J. Carraghan is researching a list of businesses in our service area using Reference USA/Gale. As a committee, we will be tasked with finding the information on each company’s website to assist with acquiring grants. Example: Go to 7-Eleven’s corporate website and try to find if/how you can get a grant for a non-profit. Compile this information for staff so they spend less time looking and more time applying.
 - Other Ideas
 - Kimberton Whole Foods does a “round up” program but is not in our immediate service area.
 - Boscov’s – Friends Helping Friends in October – advertise differently.
 - Costco? – not in service area but might help.
 - TCN will provide information for grants that are applicable to the library.
 - M. Lipsky is working with M. Sossman on program corporate sponsorships.
- Library Supporters – if you know of a potential donor, let M. Lipsky know so we can set up a meeting.
- Thank You Notes – Thanks to A. Jacobs Greenly for sample script/wording for notes and S. Drauschak for putting together thank you note kits. The Governance Committee has started sending thank you notes to donors from 2022 as well as any current donors. Notify M. Velez at mvelez@mciu.org when notes are mailed so she can update Bloomerang.
 - Questions posed:
 - How is this organized in database – spouses were not on the list.
 - Report – can we know if the person has been sent a note before?
- Online Auction – Examples: Charlestown Playhouse - \$16,000; Pottstown Beacon of Hope
 - Is this something Bloomerang offers?

Finance Committee Report – S. Dolan, Chairperson

- Finance committee did not meet in March.
- Next Finance committee meeting will be Tuesday, May 9 at 4:30 PM - prepare recommendation to approve January, February, March Financial reports to recommend for audit.

Governance Committee Report – S. Drauschak, Chairperson

- Governance committee met on Wednesday, March 22, 2023 by Zoom.
- Staff appreciation: National Library Week: April 23 – 29, 2023
 - Monday – Smoothies from SmoothieQ; Tuesday – Book/Library pins; Wednesday – pizza and salads from Ice House; Thursday – Lottery tickets; and Friday – cupcakes from Redner's.
- Thank you notes: S. Holloway, D. Arms, and S. Drauschak have started to write thank you notes for 2022 donors. We are hoping other Board members will help write thank you notes. S. Drauschak has thank you kits to use – thank you notes, sample letters, stamps, return address labels. D. Arms will ask M. Velez for any new 2023 Donors. Notify M. Velez at mvelez@mcui.org when notes are mailed so she can update Bloomerang.
- West Pottsgrove spring newsletter – J. Carraghan wrote an article for the West Pottsgrove spring newsletter and submitted the article. The newsletter goes to all residents of West Pottsgrove.
- Board of Director Zoom workshops presented by TCN:
 - April 13, 2023 10:00 AM – 12:00 PM – Moving from a Working Board to a Governing Board
 - May 10, 2023 1:00 PM – 3:00 PM – Board Member Recruitment and Retention
- T. Reed (District Consultant) is planning a Saturday Board training session (9:30 AM – 12:00 PM) – more information to come.
- Social Media Policy: Is there a policy in place for Board members, staff, or volunteers? There is a social media policy for employees in the Employee handbook. It was decided that M. Lipsky and/or J. Carraghan should research what other libraries in Montgomery County have in place and possibly develop a policy for PrPL.
- The Governance committee continues to look for Board members with skills in the following areas: IT, HR, Accounting, and Fundraising. J. Jump is considering becoming a Board member.
- M. Lipsky spoke with T. Purdy of The Three Daughters Inn about a possible tea party to honor and thank past presidents of PrPL Board of Directors.
- Event – maybe in August to honor municipal officials from municipalities that support the PrPL.
- Legacy giving – a planned giving post card will be sent next week to patrons ages 70 or older. M. Lipsky is working on this project with M. Sossman and staff.

Property Committee Report – B. Brogley, Chairperson

- Property committee did not meet in March.
- The library is having a problem with ants – especially in the Children's department. The exterminator will be coming this week.
- M. Lipsky received a quote to power wash the outside of the building. She will look at the budget for funds. There was one salting event this winter but no snow removal.
- Thank you to the Borough for fixing a blinking light in the library!
- Next Property committee meeting will be Tuesday, May 9, 2023 at 5:30 in the Library Mezzanine.

Strategic Planning Committee Report

- We will move forward with the Strategic Planning process in April with SWOT (Strengths, Weaknesses, Opportunities, Threats) meetings and surveys.
- Next Strategic Planning committee – TBD.

Executive Director Report – M. Lipsky, Executive Director

- See attached March, 2023 Executive Director Report.
- Ryan Dowd Training and March Challenge: Staff had the opportunity to participate in Ryan Dowd’s training – “Pennies in the Cup” during the month of March. The program is designed to help staff build habits that prevent conflict, especially with patrons struggling with homelessness, mental illness, substance abuse, trauma, etc. It included the *Homeless De-Escalation 301: Preventing Conflict* training.
- Materials are being added to the “Mindfulness Cart” on the main floor of the library. Patrons are encouraged to use the cart of adult coloring books, magazines, puzzles, and other activities, resources, and information.

Youth Services Anecdotes March – C. Johnson

3 Successes

- MarioKart Madness Tournament = 9 children and 9 parents attended on Sat. 3/5 (a great turnout for a first-time program). M. Velez hosted 3 rounds of MarioKart. When some families had to leave, part of the group wanted to stay and play other games, so M. Velez started a round of Super Smash Bros., and they finished with a game of Mario Party. About halfway through this third game, they suddenly realized they had gone over the time of the program, and it was time to close the library. It was nice to see families (some of which had never met) playing together – and having enough fun to lose track of time.
- Positive teen interaction = a teenager named Matthew visited the library 3/6, and A. Heebner and I helped him find books to read. Matthew was “a little burned out” with reading and needed something engaging but low/short-term commitment. We offered suggestions, and Matthew left smiling. Matthew has visited the library before for programs, and it was nice to see Matthew begin to utilize our resources. Matthew is very polite and is clearly an avid reader despite feeling “burned out.”
- PJ Party Storytime = we are trying out a new program. C. Zinder came up with this idea for a PM storytime when we told her that a few parents have expressed disappointment that they were not available to bring their children to the morning storytime programs. Tuesday 3/7 was the first program, attended by 9 children and 5 parents. C. Zinder read a story that incorporated yoga for children, and she led a brief show-and-tell time so children could share their stuffies with the group. She made a point of asking children’s names in the beginning and attempting to remember their names towards the end. C. Zinder would like to make this a recurring program – hopefully, every other Tuesday evening.

3 Upcoming

- April 1 = Easter programs in the YSD
 - “Duckie Hunt” = We had a VERY successful Easter Egg Hunt last year, and in order, to be more cost effective, we’ve purchased Easter themed rubber ducks that we can reuse for several years. Children will earn a prize if they find a certain number of ducks, and they will earn an additional prize if they help us re-hide ducks. This idea came about because we quickly ran out of eggs last year, and when a second wave of children arrived, M. Velez thought quickly on her feet and had the first group of children help hide refilled eggs. The children, actually, took pride in hiding eggs – we found a few stray eggs weeks later.
 - Pysanky egg decorating (for teens and adults) = a community member is offering an egg decorating craft. It is intricate and time consuming, so it is mostly for adults, but we think teens will enjoy it as well. The results are beautiful!

- April 15 – May 15 = Community Connections Workshop. On Mondays at 10:30, M. Velez will be overseeing an outreach program in the Community Room for families with children ages 0-5. The purpose is to promote the library as a hub for early literacy as well as local resources. While children determine the direction of reading/playtime, parents will have the opportunity to speak with local community resource professionals from Family Services, the YWCA, Community Health & Dental, etc. We will host another 5-part workshop in the fall (Sept. 11 – Oct. 9).
- C. Zinder will also be bringing back our Saturday Craft program. For now, this will be a monthly program – the last Saturday of the month. C. Zinder’s first craft was a Mo Willems inspired craft (the pigeon), and she would like each craft to be related to a book or recognizable character.

Thank you!

Friends of the Library Report – M. Lipsky

- The Book Nook has moved!
- The Friends are planning an Earth Day paperback Book Sale on April 22, 2023 at 10 AM.

Old Business

- **Insurance Coverage:**
 - M. Lipsky has been working with the Borough, our bookkeeper, and M. Wickman (a PrPL patron) of Spotts Insurance Group, 74 Commerce Drive, Wyomissing, PA 19610 to find out what insurance coverage the library has. M. Lipsky has also requested information from Vlahos/Dunn Insurance, which holds 4 of our policies.
 - The library has the following coverage through the Borough, paid for by the Borough:
 - Building is covered at \$2,760,202 with a \$5000 deductible
 - Contents are covered at \$2,500,000 with a \$5000 deductible
 - General Liability coverage is \$10,000,000
 - M. Lipsky has the procedure and information to file a claim at H. A. Thompson if needed. She also has a current paper copy of the blanket insurance through the Borough.
 - M. Lipsky would like to consolidate the terms of our insurance policies so we can better manage renewals. She would also like to consolidate our insurance premium payments to a line item in the next budget.
 - M. Lipsky has not found a Directors and Officers policy.
 - M. Wickman is in the process of marketing out the Crime, Cyber, Workers’ Compensation, and the crime/surety bonds. To provide a quote for a Directors & Officers policy, carriers are requesting the following information: Full name, Title, Date of Birth, and Social Security Number.
 - M. Wickman will reach out to each Board member for the information needed and to answer any questions Board members might have.

New Business:

- M. Lipsky has received a grant for \$2300 to purchase signs for the inside of the library, marking the various sections – circulation desk, Children’s department, etc.
- M. Lipsky will have a card for staff and Board members to sign for National Volunteer Day/Week – April 17, in honor of the Friends of the Library.
- D. Arms has a sign company that is willing to post a sign “We Love Our Staff” during National Library Week for free.
- D. Arms complimented the energy that M. Velez has during her story times!

Comments, Announcements, Other Business

Public Comments:

There were no public comments.

Meeting adjourned at: 6:24 PM

Future meetings:

Strategic Planning Committee: TBD

Development Committee: TBD.

Governance Committee: TBD

Finance Committee: Tuesday, May 9, 2023 at 4:30 PM in the Library Mezzanine

Property Committee: Tuesday, May 9, 2023 5:30 PM in the Library Mezzanine

Board of Directors Meeting: Tuesday, April 25, 2023 at 5 PM in the Library Mezzanine.

**Appointments with Executive Director as needed: to schedule, email: mlipsky@mclinc.org
Or text: 610-334-2409**

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

Director's Report 2022- M. Lipsky, Executive Director

Director's Report March 28, 2023 – M. Lipsky, Executive Director

To shorten the report, I will only include the heading and "No Change" to the areas where the information is the same as the previous month. Feel free to ask questions if needed.

Operations Update:

- **No Change**

Trustee Notes

- **No Change**

Technology Update

- **New Owl:** As you will see at the meeting, we now have the Owl technology for zoom and in-person hybrid meetings!

Staff & Volunteers

- **Staff Changes:** Welcome S. Brodzinski as our new Passport Agent & Notary Public as of March 20th. S. Moore has accepted the Position of Children's Programs Coordinator & Outreach and will begin as soon as she receives her clearances.
- **Job Openings:** We will reevaluate the positions open and post any open positions in May.
- **Passports:** No Change.
- **Notary:** No Change.
- **Department Changes:** No Change
- **Staff Status:** With the addition of 2 staff members, we are now at 18 regular staff. This does not include me or the 3 seasonal employees which make a total of 22 on the rolls.
- **Volunteers:** No Change.

Continuing Education & Meetings

- **Meetings & Webinars** I attended the Pottstown Community Leaders' Breakfast on 3-1. We will host on 4-5. I was featured on Chamber Chat through TCACC on 3-1-23. The recording is up on YouTube. I completed the 2022 Annual report for the State and the Economic Census on March 7th. I attended the Borough Council Meeting on March 8th. Next Level Story Telling for Nonprofits Webinar on 3-15, Met with M. Wickman regarding Insurance twice in March. I meet with M. Sossman on a weekly basis both in person and via zoom. We are working on staff as well as development.
- **MCLINC Directors & District Meetings:** I attended the MCLINC Finance Committee Meeting on March 6th, A Director's retreat on March 10th, and the MCLINC Directors meeting with Polaris on March 17th.
- **Staff Meetings Scheduled:** one-on-one meetings are scheduled for this week with all staff. I meet with the Assistant Directors Every Tuesday. J. Carraghan and N. Forst meet with the circ supervisors and youth supervisors every other week. Next Staff In-Service day is April 10th.
- **MLIS progress** –I ordered my cap, gown, and hood and will graduate on May 6th!
- **Conferences:**
 - I **do not** plan on attending ALA conference this year. It is in Chicago. PLA is every other year so it won't be until 2024 in Columbus OH.
 - I am registered for the PALA Leadership Institute which is a continuation of the Director's Institute from last year. I will be in Harrisburg from June 5th through the 9th for an intensive leadership bootcamp for library leaders.
 - I will attend PALA Conference 2023 in the Poconos in October. Registration has not opened yet.

Collections & Materials:

- **Statistical reports:** Please see Statistical report to date for 2023 attached in the reports email.
- **Book purchasing:** No Update at this time.

Staff Fundraising: (These numbers are estimates until they are on official financial reports)

- **No Change**

Grants:

- We applied for the following grants in March – Orphans and Oddfellows \$10,000, Thomas Taylor \$10,000, \$500 PECO Grant

Friends of the Library:

- The Friends have moved to their new location!

Outreach:

- The Youth Services attended the Ringing Rocks Book Fair and parent's night on March 2.
- We will attend the Health Fair at the Rickets Center on April 1.

- PA Forward: we have begun the process to be recognized as a PA Forward Library. This will help us with connections throughout the state at a professional level and will help as an accolade when requesting funding.
- We are registered for GoFourth.
- We are hosting Community Leaders breakfast on Wednesday, April 5.

Submitted by M Lipsky, Executive Director