

CRANFORD PUBLIC LIBRARY BOARD OF TRUSTEES
REGULAR MEETING – February 23, 2017

The regular meeting of the Cranford Public Library Board of Trustees was called to order by President, Patricia Pavlak, at 7:05 PM in the Cranford Community Center

Present:

Trustees: Pat Pavlak, Andrea Van Bergen Ann Darby, Dr. Wayne Hayes, Arline McCloskey, Judy Panagakos, Marge Shackell, Joe Starkey, Susan Burke,
Staff: John Malar, Judy Klimowicz
Absent: Deputy Mayor Giblin

Open Public Meeting Announcement:

President, Patricia Pavlak, stated that the requirements of the New Jersey Open Public Meeting Law had been satisfied by the notification of the *SUBURBAN NEWS*, *THE UNION COUNTY LOCAL SOURCE*, the *WESTFIELD LEADER*, and the office of the Township Clerk of the date, time and place of the meeting and by posting the same information in the Cranford Public Library.

Minutes of the Previous Meeting:

A motion was made by Joe to accept the minutes of the previous regular meeting. The motion was seconded by Judy. Members of the board that were present all voted yes to accept the minutes as presented.

COMMUNICATIONS:

None.

PRESIDENT'S REPORT

The New Jersey Library Board Trustee Association will offer a workshop on Monday, March 13 at the Cranford Community Center, Room 200, from 6:30-8:30. Registration information was given and it was noted that the Board is required to have 7 hours per year of professional development. Pat will be one of the speakers at this meeting.

DIRECTOR'S REPORT:

Circulation: John reported that average daily circulation and total circulation was down. This is the first time a month to month comparison of automatic renewals can be made from last year.

Sessions: Correction: the number of Wi-Fi sessions in January 2016 was probably more like 1,649. There were many ups and downs with respect to the number of sessions. Up considerably were the number of children's literacy computer sessions, Cranford Archive sessions, Pronunciator sessions, and Wi-Fi sessions. On the down side, there were fairly big dips in the number of Corfacts sessions, Marshall Cavendish sessions, PebbleGo sessions, and public Internet sessions. The number of eLibraryNJ checkouts increased slightly.

Social Media: The library Web page is averaging 236 visits per day and 740 page views per day.

Constant Contact:

For members of the Friends of the Cranford Public Library, there is now an option of receiving the library newsletter via Constant Contact instead of by U.S. Post. So far, about 70 members of the Friends have opted for email, which makes the main email list that much bigger. This will also save the Friends the cost of stationary, labels, and postage.

Hoopla:

Our new service, hoopla, began on Friday, February 17. It was publicized on Facebook, on informative bookmarks at the circulation desk, and through a press release. Yesterday, the Library did an email blast about it and that had a tremendous effect. The normal open rate is about 26%, but the open rate for the hoopla mailing was 32%. Before the mailing, we had 6 people registered. After the mailing, we had 64 people registered.

So far, there have been 40 downloads: 16 audiobooks, 10 movies, 5 music albums, 4 comics, 4 ebooks, and 1 TV show. Patrons have been coming in to settle their accounts so that they can use hoopla.

Construction Bond Legislation: The Township Committee passed the requested resolution addressed to the Senate and will soon be passing the one addressed to the Assembly

Digitization of the Cranford Historic Resources Survey Phase 1: Review of Existing Documentation, Baseline Inventory, and Survey Updates

This is 980 page report put together by the Cranford Historic Preservation Advisory Board. John asked them about adding it to the Cranford Archive and they are agreeable. John will get a quote to see how much that will cost. It was suggested to offer a program explaining the digitization project

Other: John recapped the programs that had been held since our last meeting. He also gave an overview of the programs that will be coming up.

TREASURER'S REPORT:

Judy reported that she had reviewed the bills and all were in order. Wayne made a motion to approve the bills. The motion was seconded by Ann. All board members present voted yes to accept the bills as presented.

COMMITTEE REPORTS:**Finance:**

John met with the Township Committee on Tuesday evening to go over the library budget. They seemed comfortable with it.

Building & Grounds:

Susan reported the front door is now fixed and fence repair is awaiting.

Personnel:

Joe distributed John's annual performance review and requested board members be in contact within the week with any additional remarks

Joe made a motion to go into closed session to discuss personnel matters at 7:30pm. Ann seconded motion.

Andrea made a motion to return to public session at 7:50pm. The motion was seconded by Ann.

During closed session the board approved the promotions of Lauren Antolino from Librarian to Senior Librarian and Sherry Lange from Senior Library Assistant to Principal Library Assistant, as well as the hiring of a replacement for Senior Librarian Elizabeth Ferry, who recently resigned.

Grants & Gifts:

The library received two passes to the International Center of Photography Museum, which is located in Manhattan. The passes were sent by Paul Gish, a Cranford resident and member of the Friends of the Cranford Public Library, who is Director of Developmental Services at Center of Photography. We have added the passes to our museum pass program. John sent Mr. Gish a thank you note and asked him to stop by his office some time.

A \$100 donation was received from Michelle Russell in memory of Thomas Walsh. All together, we have received \$1,185 in memory of Mr. Walsh. We are waiting to hear from Mr. Walsh's daughter about how she might like us to expend the funds.

Liaison to the Friends of the Library:

Andrea reported the last book sale reported \$6,383 and @4,500 books purchased. The Friends renewed the museum passes for The Intrepid, Montclair Art Museum and The Grounds for Sculpture. Rulers are still for sale. All requested funds for programs were approved. The Friends will offer a scholarship, application deadline of May 1. A fundraiser will be held at The Deutscher Club of Clark, Thursday April 20 from 6-9pm offering a German Buffet and music.

Policy:

None

Public Relations:

None

Long Range Planning:

None

UNFINISHED BUSINESS:

Pat thanked Wayne and John for their work on updating the Staff Handbook. Wayne made a suggestion that the proposed handbook be presented to the staff for their feedback. John will share the proposed handbook at the next staff meeting.

NEW BUSINESS:

Judy asked when patron library cards are expired are the patrons notified.

Susan gave information about a national library campaign “Libraries Are For Everyone”. John will get more information about campaign.

Pat related that the READ posters featuring celebrities are selling on EBay.

John noted that there may be retired 6 drawer card catalog furniture for sale.

ADJOURNMENT:

Andrea made a motion to adjourn. The motion was seconded by Ann. The meeting was adjourned at 8:15 PM.

Respectfully submitted,

Arline McCloskey

Arline McCloskey
Secretary

The next regular meeting of the Cranford Public Library Board of Trustees will be held on Thursday, March 23, 2017 in the Cranford Community Center.