

KENNETT PUBLIC LIBRARY

216 East State Street • PO Box 730 • Kennett Square, PA 19348

MEETING MINUTES OF THE BOARD OF TRUSTEES

Tuesday, February 16, 2016

Board Members Present: Stan Allen, Karen Ammon, Betsy Del Vecchio, Bill McLachlan (via phone conference), Carolyn Mohr, Loren Pearson, Thomas C. Swett, Brenda Williams Mercomes, Jeff Yetter

Board Members Not Present: Chris Britt, Jerry Brown

Others Present: Donna Murray, Director; Carl Francis, Envisian Strategic; Filomena Elliott, Adult Literacy Program Manager; Maureen Snook, Development Officer; Members of the public

President Tom Swett called the meeting to order at 5 p.m. and welcomed two new board members: Loren Pearson, appointed by Newlin Township; and Brenda Williams Mercomes, appointed by the Borough of Kennett Square. Tom praised both municipalities for appointing board members with such strong backgrounds.

Tom introduced Carl Francis, CEO and Chief Strategist at Envisian Strategic and spoke briefly about Carl's successes in helping Chester County organizations resolve strategic challenges.

Carl spoke about his background (grew up in Chester County, started a business in Chester County, was on the Easttown Library Board that built a new library) and reported that he knows from Tom the challenges the Kennett Library has faced. He added that his work centers around difficult situations where there is a lot at risk. His view is that the great challenge the library faces is building a new library and thus the staff and board must look at the big picture, and ensure that thinking and decisions fit together. Further comments were about engaging young people and people who might think of libraries as dinosaurs, and about keeping Bayard Taylor alive in some way. Carl said he can bring choices and new ways of looking at our choices. He then took questions.

Stan Allen asked about the scope of Bayard Taylor in the community. Carl responded that we should sort through the facts and what can be done with them. "A good idea can catch fire."

Brenda Williams Mercomes asked about Carl's experiences with the Easttown Board. Carl replied that the board was a mix of new people and long-time members. The board had challenges but was able to work through them. He said his father had a dream of building a new library, and he was able to finish what his dad had started.

Tom Swett thanked Carl for his presentation, and Carl left the meeting.

Consent Agenda – on a motion by Karen Ammon and seconded by Betsy Del Vecchio, the consent agenda passed unanimously.

There were no public comments.

The library board then discussed retaining the services of Carl Francis to resolve concerns about the library name and to formulate a communications strategy. Loren Pearson asked about the structure of the process, and Tom responded that we don't know yet. Stan asked about the fees and Jeff Yetter replied that Carl's firm charges a retainer of \$17,500, paid up front. All work is charged at the rate of \$225 per hour, which is billed against the retainer (77.78 hours). If work continues after the retainer fee has been exhausted, hourly charges will continue at \$225 per hour.

Betsy stressed her appreciation that Jeff had circulated prior to the meeting significant documents that trustees were to have read to help inform the discussion and any decisions that would need to be made. Karen expressed her confidence in Carl. Jeff added that Carl is neutral on the issue of the library name.

Karen made a motion to accept Carl's proposal for strategic planning and communications. Stan seconded and the motion passed unanimously.

2016 Budget – Bill McLachlan reported that a majority of board members had approved the proposed budget by email vote, and that the budget reflected a \$75K deficit. He added that money would be moved from investments, if needed. On a motion by Bill and seconded by Betsy, the board voted unanimously to ratify the email vote.

Director's Report – Donna reported on plans for WiFi hotspots the library plans to make available to the community for six weeks beginning March 1, thanks to T-Mobile. Library staff have also submitted a grant to continue the program, but will not hear till later in the spring. T-Mobile is providing the units and the data plan at no charge to the library, and there will be no charge if any units are lost or damaged. The library will have the ability to turn off the data plan if a unit is overdue. There were questions about the number of units, passwords and liability, and Donna agreed to look into all questions and get back to the board with answers.

Board Development Committee – Karen said she will contact new trustees about the onboarding process. She also reported that she and Donna attended a Pocopson Supervisors Meeting, and they are advertising for a board member.

New Building Committee – Carolyn reported that she is very optimistic about the new committee makeup, which includes an architect (Jim Nelson) and that he'll be at the next meeting to walk us through the next steps for the committee.

Marketing and Communications Committee – Jeff reported that he and Tom met with the Special Events Committee and his hope is that all board members will volunteer for the June 4 Home & Garden Day Tour. He asked all board members to take a look at the website and eblasts and to let him know their thoughts. Jeff also reported that Bill has compiled a list of municipal contacts and that further specific lists are planned.

Jeff suggested that all committees submit meeting notes to the full board.

Finance Committee – Bill pointed out that the library has about \$195K in cash on hand, which is about a 2 1/2-month run rate. Also the library is not expecting significant additional revenue until the municipalities start sending in their support at the end of March. Bill also pointed out that the budget amount of \$95K in fund-raising and grants is \$35K more than last year, and will need to be a development focus in 2016. Bill mentioned that the Adult Literacy budget will need additional funding to keep the program going.

Tom reminded the board about the March 12 Retreat; Carl Francis will be in attendance.

Jeff suggested the EC set meeting dates with Carl, then let the full board know. Karen requested that some meetings start after 4:30 so board members who work can attend.

On a motion by Jeff, seconded by Karen and approved unanimously, the meeting adjourned at 6:02 p.m.

Approved March 15, 2016