

Kennett Public Library
Board of Trustees Meeting – February 17, 2015
Minutes

Board Members Present: Karen Ammon, Geoff Birkett, Barbara Cairns, Susan Mackey-Kallis, Carolyn Mohr, Jim Nelson (by TC), Rosa Quintana, Douglas Thompson, Joan Weber. Others: Donna Murray, Bill Landmesser (ex Board member)

Missing: Jerry Brown, Carol Starzmann

Review & Adoption of Consent Agenda with some discussion about the January minutes, and the EC notes, Karen made a motion to accept the Consent agenda which was seconded by Doug and passed unanimously.

Announcements – Brief announcements about the Home and Garden and a request for contributions of wine and spirits by board members for a raffle basket. Karen reviewed EC notes and reminded everyone about the Attendance Policy in the bylaws. Any trustees who will miss a meeting should contact the secretary or the director each month or the absence will be recorded as unexcused.

Board Development Committee – Doug made a motion to elect Geoff as the Vice President, and Rosa seconded the motion. It passed 5-1.

Meeting Schedule – Susan proposed the Board meet the third Tuesday of every month in 2015, except in August. On a motion by Geoff and seconded by Karen, the meeting schedule passed unanimously.

Policy of openness – Susan explained that EC intend to publish meeting agendas and notes and stop the practice of holding Board meetings in Exec.session. This should address public concerns on BTML openness.

Strategic Plan – Susan reported that the CCLS Board approved the extension for KPL to submit its strategic plan to May 1. Also, on a motion by Geoff and seconded by Barbara, the board voted unanimously to ratify the email vote to request the extension.

Bylaw Amendment – On a motion by Doug and seconded by Karen, the board voted unanimously to change the name of the Nominating Committee to the Board Development Committee in the bylaws.

Marketing and Branding Budget – On a motion by Barbara and seconded by Carolyn, the Board voted unanimously to approve \$12,000 for the re-branding efforts, to include the website, signage, and other fees. This was considered “budget neutral” as the Annual Appeal is projected to be over budget by \$15,000 for 2015

Formal Announcement of Board Committees and Membership – Susan presented officially the committees, chairs and assignments for 2015. (Attached). Comments and volunteers were invited. No-one responded.

Review / Approval of Annual Goal “Charges” to Specific Committees – There was a discussion about the list of goals presented at the January meeting: what goals are included and which committees are responsible for moving the goals forward. It was decided that the MAD Committee drive the feasibility study – a key priority for 2015.

Further discussion centered on the Strategic Planning process, with a reminder of the March 13 work session with staff, and dates for a session with the public. The importance of getting the Hispanic Community involved was noted. Rosa will coordinate and Geoff will create the framework for the conversation. Rosa will also contact Margarita Garai of La Comunidad Hispana about the conversations with the community.

MAD (Marketing) Update – Geoff reported on the communication plan for the rebranding effort. Community form preceded the Board Meeting. The need to keep Bayard Taylor a presence in the makeover was stressed. Geoff explained that the program had gone well, but some Board members had not contacted their respective Townships and that caused friction and misunderstanding. A key issue is Kennett Borough where no contact as made. This was a re-branding campaign and not simply a name change. A number of Community listening sessions have been organized but very few people showed up.

MAD (Advocacy) Update – Karen recommended that the board not move forward with a referendum this year because of delays in getting the process clarified and the need for more groundwork. She suggested we recruit a board member who enjoys politics and urged all the trustees to help with recruitment.

Other Business –

- Doug T asked about why we are going with an out of town architect, as some key donors have expressed that this may decrease ability to raise funds for new building. Geoff asked that this be debated, but time was felt to be an issue – so this was deferred to March meeting. Geoff stressed that this issue has been overlooked for a several months and is a key issue moving forward.
- Geoff asked about the recent computer issues, and Donna reported that despite the spate of problems in early- to mid-February, the county IT department generally keeps computers and connectivity running smoothly.
- Susan reminded the committee chairs to call meetings as appropriate.

Adjournment – On a motion by Doug and seconded by Karen, the meeting adjourned at 9:15.