

KENNETT PUBLIC LIBRARY

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

MEETING MINUTES OF THE BOARD OF TRUSTEES

Tuesday, April 19, 2016

Board Members Present: Stan Allen, Karen Ammon, Chris Britt, Betsy Del Vecchio, Bill McLachlan, Carolyn Mohr, Loren Pearson, Thomas C. Swett, Brenda Williams Mercomes, Barry Tomasetti, Jeff Yetter

Board Members Not Present: Jerry Brown

Others Present: Donna Murray, Director; Carl Francis, Envisian Strategic; Filomena Elliott, Adult Literacy Program Manager; Ivy Weir & Dan Pennacchia, library staff; Bill Landmesser, Finance Committee; Members of the public

President Tom Swett called the meeting to order at 5 p.m. Tom introduced Carl Francis, who he said has brought the library to an historic moment in history with the overwhelmingly positive reaction to the April 12 process update sessions. Tom also announced that a vote on the new library name will be on the agenda for the May 17 board meeting.

Carl reported that while the April 12 process updates went wonderfully, the library board needs to keep moving forward in a number of ways:

- Share presentations with more people and answer any and all questions
- PDF of the presentation on the library website
- Send PDF of the presentation to all participants
- Deliver PDF of the presentation to the eight municipalities

With the vote on the new name scheduled for May 17, Carl asked the board to affirm the following:

- Our support for proceeding forward on Phase I of the branding plan presented by Carl Francis, including:
 - Changing the official name of our Library to “Kennett Library.” (To be submitted for approval at our May 17 meeting and implemented as soon thereafter as feasible.)
 - Integrating Bayard Taylor into the branding plan as a primary element – including being part of the name of the new library property and in additional design, messaging and communication elements as outlined in the plan and presentations.
 - Proceeding to the design phase to create a new logo and artwork for the initial phases. The estimated cost for phase I design is \$7,500, to be paid through Envisian.

Jeff Yetter added that the plan is for the new name to take effect June 7.

On a question from Carolyn Mohr about the additional presentations, Jeff replied that they are scheduled for May 3 at 3 and 6 pm at the Kennett Township Building and will be taped.

On a question from Chris Britt about the purpose of the affirmation, Carl responded that it would allow him to move forward on the design for a website and graphics, and for the Communications Committee to move forward with the Annual Report and the newsletter.

Tom reported that New Garden Township is favorably disposed to the new branding and have suggested the library work for a dedicated tax in April 2017. That would mean funding would not come from the general fund. He also reported that Carl has worked for successful referenda totaling \$1.4 billion. Stan Allen asked how many referenda the figure represents, and Carl replied three major referenda. Karen Ammon suggested the New Garden Referendum be discussed further in committee.

On a motion by Betsy Del Vecchio and seconded by Karen, the affirmation (above) passed unanimously.

Director's Report – Donna Murray reported that her written report includes strong numbers for February and March on circulation, program attendance and increased use of eBooks. She also thanked Ivy Weir and Dan Pennacchia for their thorough work on the hot spot pilot program, including working with T-Mobile, setting policy, publicity and evaluating the success of the program through statistics and a survey given to everyone who borrowed a hot spot. Donna also thanked T-Mobile for sponsoring the pilot program at no cost to the library.

Staff Report – Ivy gave a presentation about the hot spot program, which ran from March 1 to April 15. T-Mobile loaned the library 15 units at no cost for either the units or the data plans. Visitors could borrow a unit for free for three days, and were given a user agreement to sign and a survey so the team could gather data. The units were out for 85 percent of the time available. The top three reasons users indicated on the survey were:

- Access to email
- Internet surfing
- Schoolwork

Ivy reported that the recommendation from the team was to continue the program with a \$1 per day charge for two check-out periods: three days or seven days. T-Mobile will let the library keep all 15 hot spot units at no charge. If the use rate continues at 85 percent, the \$1 per day charge will cover the cost of the data plan, less about \$500. The team suggests that be covered by the library program budget.

Tom congratulated Ivy on the presentation and the program and commented on the importance of keeping board members aware of what the library is doing for the community.

New Building Committee – Carolyn reported that the last meeting involved educating committee members on past activities and about (owner's representative) John Cacciola's suggested timeline. A meeting is to be scheduled with John, committee member Jim Nelson and our architect – Lukmire.

Personnel Committee – Jeff thanked the committee members for their work and research on a number of projects, including new volunteer application, and new performance review template. He also reported that Chris Britt will review employee benefits.

Adult Literacy Committee – Tom commented that the library is fortunate to have Filomena Elliott in charge of the Adult Literacy Program and that her presentation to the United Way was outstanding. Filomena reported that someone from the United Way Allocations Panel had approached her after the presentation about becoming an ALP tutor. She is working on publicity and a tutor appreciation event. Also, the program has received an \$8,000 grant from Genuardi's, with \$4,000 to be gifted now, and the balance in 2017. She thanked everyone who attended the first committee meeting and reported they will be working on funding and publicity, including a tri-fold brochure.

Communications and Marketing – Jeff reported that the committee has spent most of its time on the process update presentations, and that the Special Events Committee, which runs the Home & Garden Day Tour, is pleased the new name will be announced after the June 4 Tour. Other items:

- Annual Report expected to be ready in June.
- New email newsletter format ready and will include, on Carl's suggestion, an announcement of a community event. The email will be sent on Saturday mornings every week.
- Ivy is working on one brochure for all library events and programs for the summer. That will be the new format moving forward for every quarter.
- Committee hoping to reprint Joe Lordi's book "Our First Hundred Years," to be used for fund-raising and publicity.
- Jeff thanked Kennett Township for sponsoring the grant writer and 10 percent of the visioning grant.

Finance Committee – Bill McLachlan reported the library finances are on track, the markets are doing well so the library portfolio is doing well, and that there is sufficient cash on hand to get the library through mid-May.

Board Development Committee – Karen Ammon had no updates to report.

Policy Committee – Bill reported that the by-laws are being updated.

Jeff added that he hopes to get a PDF of Carl's presentation and will forward to the board members. He requested that all board members forward to the people on their mailing lists.

On a motion by Betsy and seconded by Karen, the board voted unanimously to adjourn at 6:01.

Approved May 17, 2016