

**Minutes Maplewood Memorial Library
Board of Trustees Meeting
April 21, 2010**

The April meeting of the Board of Trustees of Maplewood Memorial Library was called to order by President Hilaire at 7:32 p.m. She read: "Pursuant to Section 3, Chapter 231, Public Law 1975...adequate notice of this meeting has been provided to the public by posting and maintaining the annual notice of regular meetings on the Main Library Bulletin Board, and the office of the Municipal Clerk mailing the annual notice of this meeting to the *Star Ledger* and the *News Record*."

1. Roll Call,

Present were: Ms. Buchanan, Mayor DeLuca, Mr. Duncan (arrived during meeting), Ms. Hilaire, Mr. Huemer, Mr. Markel, Dr. McCaffrey, and Mr. Woolard (arrived during meeting). Also present: Mrs. Kennedy, Director, Jane Folger, Barbara Laub, and Betsy Wald of the Library staff, Laura Nial of the Friends of the Library, David Nicholls and Nancy Sobieski of the Citizen's Budget Advisory Committee, Aleeda Crawley and Jennifer Wasyliko of the Grassroots Fundraising Committee, and Leo Klein, library patron.

2. Minutes

Ms. Buchanan moved the minutes of the March 17, 2010 meeting, Mayor DeLuca seconded and the motion carried.

Ayes: Buchanan, DeLuca, Hilaire, Huemer, Markel, and McCaffrey.

Nays: None

Mr. Huemer requested going to items 5 and 6, the Treasurer's Report and Claims, as he had to leave the meeting for a short time.

5. Treasurer's Report

Mr. Huemer presented the March report and noted that at the end of the first quarter we are 23.26% spent. The only item that appears to be overspent is the systems license fee since that is paid twice a year. Otherwise, we are right on track to meeting our budget. (Mr. Duncan arrived.) The Verizon credit for internet access will be fully depleted next month and will cost \$741 per month. Mr. Huemer moved to adopt the Treasurer's Report, subject to audit, Mayor DeLuca seconded and the motion carried.

Ayes: Buchanan, DeLuca, Duncan, Hilaire, Huemer, Markel, and McCaffrey.

Nays: None

6. Claims

Mr. Huemer presented the Claims to April 21, 2010. They totaled \$20,696.36. Mr. Huemer moved that the claims be paid, Mayor DeLuca seconded and the motion carried.

Ayes: Buchanan, DeLuca, Duncan, Hilaire, Huemer, Markel, and McCaffrey.

Nays: None

(Mr. Huemer left)

3. Public Comment

There was none.

4. Report of the Library Director

Mrs. Kennedy's March report was placed on file. On behalf of the staff, she thanked the Board for the lovely staff appreciation breakfast held on March 24. She added the Friends' book sale will take place

Saturday, April 24 and Sunday, April 25. There will also be a bake sale on April 24 in front of the Main Library run by Jefferson School students. Proceeds will be donated to the library. The April furlough dates are the 23rd for Main and the 26th for Hilton. She also thanked the Friends for paying the registration fees for seven librarians and Katherine Hilaire to attend the 2010 NJLA Conference in Long Branch, NJ. Patrick Curran, who attended the Library Champion meeting, came to the website committee meeting and was very helpful. The Friends are giving the staff a luncheon on April 22 during National Library Week. The Outreach Director of the Family Support Organization of Essex County put up displays and material in the Library.

Mayor DeLuca asked how the library is preparing for Governor Christie's cuts on the operating side. Mrs. Kennedy said the State Library has been having webinars and taking questions about the cuts, but there is no "Plan B". We are losing \$11,000 in State aid in 2011 which will probably have to come out of the book, periodical, and AV budgets. We will lose the databases we got for free from the State. We don't know what they will cost to replace yet. Mrs. Kennedy stated the State Library is focusing all its energy trying to get some of that money restored since 74% is such a disproportional cut. She doesn't know how interlibrary loans will be funded. The internet will be covered by federal money until June 2012. We plan to meet with the schools because they are part of the State cooperative and will lose their databases too. We can't operate without EBSCO host periodicals and Gale newspapers.

Ms. Hilaire asked about the Literacy Program with the Girl Scouts. Betsy Wald reported Jennifer Burkholder held the program, but she didn't have the details. To Ms. Hillarie's question about intentions to become more visible to the community, Jane Folger told of plans to march in the Memorial Day parade. Betsy Wald said the library would be present at Mayfest and there will be recycled crafts and children's books from the Friends book sale. Ms. Buchanan will also try to recruit more people for the Grassroots Fundraising committee at Mayfest.

7. For Information

A. CBAC Report

Mr. Nicholls, CBAC Chair of the Library Subcommittee, handed out the CBAC's budget recommendations for 2010 report. He stated the report was written before the Governor's cuts were introduced. The first report, general recommendations, does not reflect the Governor's second set of cuts. The second report responded to suggestions to the Township Committee. In general, the CBAC supports the Library's request for a flat budget. If it is determined the roof needs to be replaced or repaired, the CBAC supports the effort to address it this year.

Mayor DeLuca reported the roof evaluation was received earlier in the day and the recommendation was to replace the entire roof. The cost for removing the existing roof and installing a new roof, soffits, flashing, gutters and leaders, mason repair, and painting is estimated at \$413,395 for natural slate, \$329,695 for synthetic slate, and \$273,895 for asphalt shingles. The difference in price is in the type of roofing material used. There was a motion at the February 23, 2010 Township Committee meeting to go forward with the roof.

Mr. Nicholls then continued, the CBAC is concerned about the Library's \$5,000 cash reserve stating there should be a few months in cash reserves to cover operating expenses without having to cut services if there should be a change in revenues. They recommend waiting on the elevator and lift project in these uncertain economic times. Ms. Buchanan asked if the money for the elevator and lift was bonded. Mayor DeLuca explained it was, but it could be cancelled and put back into reserve. The Township Committee has already voted 3:2 to authorize bids for both. The CBAC advises a study be conducted to the feasibility of keeping the Hilton Branch open if there are further cuts by the State or if

the Town cannot fund it at the level it currently does taking into consideration what the consequences would be in terms of services. Mrs. Kennedy pointed out the monthly Treasurer's Report does show Hilton's expenses separately. Mr. Nicholls stated the CBAC feels the money saved in materials, staff, and utilities by closing Hilton could enable the Main Library to be open more hours. The CBAC recommends the Library make further use of the endowment funds, for example, the Stokes fund. Mr. Duncan explained these funds have restrictions as to how they can be spent. Ms. Sobieski suggested a lawyer look at these restrictions to see if they can be used for legitimate expenses. It is the CBAC's feeling that the Library doesn't want to use these funds because the cash reserve is low. The Library should have one fourth of the total budget or \$500,000 in reserves. Ms. Hilaire thanked the CBAC for their time and effort.

B. Proposed Statewide Budget Cuts

Mrs. Kennedy presented a stack of signed orange postcards signed by library supporters opposing the State cuts. She will take them on April 27th to the New Jersey Library Association Conference where they will be forwarded to the Governor's office. Over 77,000 e-mails opposing the cuts have been sent to the Governor so far. The State Library believes the advocacy efforts will help. There will be a rally in Trenton on May 6 from 11 a.m. – 1 p.m. A bus will be leaving from the Essex Green Shopping Center in West Orange. Of the four current regional cooperatives, only one will remain. Interlibrary loans will stop June 30. Interlibrary delivery service will continue to the end of July 2010. Ms. Hilaire encouraged all to go to the <http://savemynjlibrary.org/> website for links to advocate. (Mr. Woolard arrived)

C. Fundraising/Advocacy Ideas

Ms. Buchanan, chair of the Grassroots Fundraising Committee introduced committee members Jennifer Wasyliko and Aleeda Crawley. The Committee brainstormed and decided to go forward and plan to have a restaurant week. Local restaurants and merchants would display a sign in their windows with the words, "Show Us Your Card" over an enlarged library card. A percentage of the proceeds from patrons showing their library card would be donated to the library. This will tie in with the goal in the Strategic Plan to increase the number of library card holders. The thought is to do this in September during Library Card Month. Ms. Buchanan is hoping to recruit more members for the committee at Mayfest. Ms. Folger reported Words Bookstore has been approached and agreed to give back 10% starting as soon as May 1. Dr. McCaffrey asked that starting this earlier be considered. New York City has Restaurant Week in the summer because that is when business slows down. The restaurants might appreciate extra foot traffic and the Library would get a percentage sooner than later. Mayor DeLuca said there just was a Restaurant Week in Maplewood Village, and the restaurants should be consulted for guidance. Mr. Duncan suggested the percentage donated be split by merchant and customer to make a shared contribution, considering that small businesses are hurting. Mr. Woolard talked about a key card sold by his son's high school for \$20 that gave discounts at local stores when presented. If done in conjunction with the high school, it may satisfy the volunteer work students are required to fulfill. Mr. Woolard will find out what it costs to make the cards. Jennifer Wasyliko suggested a single Restaurant Night on a smaller scale on an off night like Tuesday, Wednesday, or Thursday. Mayor DeLuca advised consulting the Chamber of Commerce, the Village Alliance, and the Springfield Avenue Partnership for guidance. He then made a motion to authorize the Grassroots Fundraising Committee to proceed with their plan for Restaurant/Merchant Week.

Ayes: Buchanan, DeLuca, Duncan, Hilaire, Markel, McCaffrey, and Woolard

Nays: None

Dr. McCaffrey, chair of the Advocacy Committee distributed drafts of three documents. The Committee's discussion focused on the idea of a video project where two of the members would video tape short clips of people talking about why the library is important to them. That project is underway. One of the drafts is the Maplewood Library Annual Appeal. A second letter is a model insert. After doing research, Dr. McCaffrey has found it is common practice for libraries to send out annual or semi-annual appeal letters to the public. Montclair Public Library receives about \$60,000 annually from the letter alone. The other document was written by Pamela Erens who felt that she wanted to see a little more emotion and passion in the discussion of the cuts. As she spoke to people in town about the video project, she was surprised at how so few people knew what was happening at the library. People have a sense that there are budget cuts out there, but they don't have a sense of immediacy of what that's going to mean to them. A printout of a logo to accompany the letter was passed around. Gary Matles, who wrote the appeal draft, thought it should be mailed in September. Mrs. Kennedy learned at a fundraising workshop that November is the time people are making donations. Dr. McCaffrey would like to send out the appeal twice a year. Ms. Nial pointed out the Township has a bulk mail permit and there are about 8,000 households in Maplewood. Mayor DeLuca advised the tone of the letter be changed to making the library better as opposed to supplanting the government cuts. You want people to give annually. We need coordination with the Foundation Committee. Also, we need clarity as to where the money is going. Is it going to the Foundation, some other entity, or directly to the Library? Dr. McCaffrey asked if Pamela Erens letter should be signed on behalf of the Library Champions or the Trustees. Mrs. Kennedy would like to meet with her to correct inaccuracies in the letter. She also has recently sent a letter to the editor of the News Record. Ms. Hilaire would like the letter to include something about loss of children's programs and the <http://savemynjlibrary.org/> website. It was agreed Pamela Erens sign the letter on behalf of the Library Champions after being revised. Dr. McCaffrey would like to set up an advocacy table at the Book Fair and will have a presence at Mayfest. Ms. Hilaire said all the committees should also support the orange postcard drive.

Mayor DeLuca reported the Foundation Committee has met twice. They are working on a mission statement. They don't want to send the message to the government that they can keep cutting because we will continue to raise money. Copies of the mission statement were distributed. The Foundation's mission statement should be blended into the annual appeal because multiple messages do not work. The Committee talked about keeping it one of the foremost libraries in the state of New Jersey and wants to ensure that the resources are here and forever. Dr. McCaffrey asked who will be finessing it, signing it, and when will we make that decision? Mayor DeLuca invited Dr. McCaffrey to attend the next Foundation Committee meeting on April 29 to discuss the appeal and letter. The logo was briefly discussed and it was agreed there should be input from additional artists.

The Advocacy Committee has agreed to do some gardening at the Hilton Branch. The Township will provide mulch, compost and tools. Dr. McCaffrey will find out if they will provide the upkeep. (Mr. Huemer returned)

Mr. Huemer reiterated the Foundation Committee has met twice and has drafted a mission statement. They have read the Strategic Plan. The next meeting is April 29 and Ms. Hilaire, Mrs. Kennedy, and Mrs. Nial are invited. It is essential that what the Foundation does compliments what the Board wants. Input on the mission statement is welcomed. People in the Foundation are comfortable with the idea that they are going for long term endowments. That is their focus as opposed to annual appeals or immediate funds. Ms. Hilaire stated it is very important that we talk about the relationship between the Foundation Board and the Board of Trustees. The Foundation Board has to understand what the protocol is. Mayor DeLuca stated he doesn't think anyone is looking to set up a separate organization.

The Foundation Board members understand that the Library Board is the legally responsible entity to run the library and that will be added to the bylaws.

8. For Discussion

A. Parking at the Library

Dr. McCaffrey has observed that the parking lot is full by 9:30 a.m. before the library is open. If the staff is filling up the parking lot, there is no space for patrons. She suggested the ten parking spots on Baker Street from the library's driveway going towards Dunnell be set aside for library staff parking only. Mayor DeLuca explained those parking spots are permit only and are too valuable to take away from commuters. There was discussion about reserving half the lot for the staff and whether or not commuters were parking there. It was agreed parking is insufficient.

9. For Action

A. Board Resolution Against Assembly Bill A2555 and Proposed Cuts to Statewide Library Services

Mrs. Kennedy distributed copies of the resolution for Maplewood Memorial Library regarding Assembly Bill A2555 and proposed budget cuts to the New Jersey Library network. Ms. Hilaire read, "Now therefore be it resolved that the Board of Trustees of the Maplewood Memorial Library assembled in an open public meeting on April 21, 2010, that said Board protests against A2555 and Governor Christie's budget for the New Jersey Library Network and forwards this resolution to Assemblyman John DiMaio; to the state Senator and the Assemblypersons representing the district in which Maplewood Memorial Library is located and to Governor Chris Christie. In addition, this Board asks Mayor Victor DeLuca and Township Officials of the Township of Maplewood to also adopt a formal resolution in protest of A2555 and Governor Christie's planned public budget cuts to the New Jersey Library network and that both the Board and the Mayor and Township Committee forward their resolutions to Governor Christie, the State Senator and the Assemblypersons representing the district, etc., etc...and be it further resolved that the Board recommends and urges that the elected and appointed officials of the Township of Maplewood to take every possible step to persuade the Legislature and the Governor not to adopt A2555 and the Governor's budget cuts for the New Jersey Library Network including through visits, letters and e-mails to these elected officials. "

Ms. Hilaire then asked for comments. Mr. Duncan felt this was political and a waste of time. Mayor DeLuca suggested the wording, "asks Mayor Victor DeLuca and Township Officials of the Township of Maplewood to also adopt *a formal resolution*" be changed to "asks Mayor Victor DeLuca and Township Officials of the Township of Maplewood to also adopt *resolutions*." The Township Committee may be supportive of opposing the planned cuts of the NJ Library Network, but not supportive about the 1/3 mil. He then recommended copies of the resolution be sent to each Township Committee member with a request that they take this up at their May 4 meeting. Mr. Humer moved after replacing the phrase "formal resolution" with "resolutions" the adoption of the Resolution as otherwise presented. Ms. Buchanan seconded and the motion carried.

Ayes: Buchanan, DeLuca, Hilaire, Huemer, Markel, McCaffrey, and Woolard

Nays: None

Abstentions: Duncan

B. RFP for Banking Services

Mr. Huemer will contact Peter Fresulone and request that a copy of the Township's request for proposal for banking services be forwarded to Mayor DeLuca.

10. New Business

Ms. Hilaire requested the Trustees complete the questionnaire she distributed at the March 21 meeting. She reported receiving an e-mail from South Orange Library Board Trustee, Elissa Malespina expressing her wish to set in motion the collaboration ideas discussed at the joint South Orange/Maplewood Library Board meeting on March 16, 2010. Mr. Markel and Dr. McCaffrey volunteered to work with Mrs. Malespina.

The Trustees Dinner honoring Mrs. Leonard, Mrs. Mingin, and Mrs. Pettis will be on May 6 in the evening. The time will be decided as the date approaches.

At a future meeting, Mayor DeLuca would like to have a conversation about the 9 p.m. closing for groups that have meetings here. He is of the opinion it is hurting the library to not allow the groups to stay later. Mrs. Kennedy was told that if you are in a Township building after hours, the Department of Public Works has to be called; and they will send a custodian who will be paid directly by the group holding the meeting. This happened recently when a meeting in Memorial Hall ended after 9 p.m. and it caused problems. There were people in the library waiting for the people in the meeting. The staff wanted to close, but the people waiting didn't want to leave the building or go to the meeting. There was also a delay paying the custodian. The custodian is necessary to set the alarm and make sure the building is locked. Mayor DeLuca suggested altering the hours so the library would stay open later and be staffed on certain days so these meetings can occur. He will look to the Township to see if there is a policy in place.

11. Public Comment

Mr. Leo Klein expressed his disappointment that the Hilton Branch is closed on Fridays and once a month, the Main Library is closed for furlough leaving no access to library services. He asked if the furlough day could be changed to another day in the week. There was discussion about how closing on Fridays is not ideal, but will save on air conditioning in the summer and is consistent with the Township's furlough days. A notice will be put on our website and a sign will be placed at both Main and Hilton buildings directing patrons to the South Orange Public Library on those days both buildings are closed. For this year, the furlough dates remain.

There being no further business, Ms. Hilaire moved to adjourn the meeting at 9:35 p.m. Mr. Markel seconded and the motion carried.

Ayes: Buchanan, DeLuca, Duncan, Hilaire, Huemer, Markel, McCaffrey, and Woolard.

Nays: None

Respectfully submitted,

Jeffrey Markel
Secretary