

Hillsdale Free Public Library

Board of Trustees

February 11, 2013

In attendance were: Barbara Braun, Douglas Frank, Robert Heyliger, Joanne Miano, Guy Mulé, Allen Saslowsky, Barbara Wertheim

Also present: David Franz, Director of the Library

Excused: Warren Harris, Kathleen Scordato

Ms. Braun, Vice-President, called to order a meeting of the Trustees of the Free Public Library of Hillsdale, Bergen County, New Jersey. Notice of this meeting was transmitted to the newspaper of record, filed with the Borough Clerk, and posted on the Library's website and bulletin board, in accordance with the Open Public Meeting's Law.

The meeting was called to order at 7:33 PM. The Board reviewed the January minutes. Mr. Saslowsky made a motion to accept the January minutes, Mr. Heyliger seconded. Unanimous vote of approval.

Public invited to speak: No one was present.

President's Report: The President is excused this evening.

Treasurer's Report: Mr. Mulé: The Library is fiscally sound. The checks are signed, and the bills are paid.

Director's Report: Mr. Franz:

- Mr. Franz met with the auditor and the auditor stated that the finances are very transparent. Ms. Braun thanked Mr. Franz and Mr. Mulé for their leadership with regard to managing the Library finances.
- Mr. Frank stated that the town budget will be reviewed this week and they will get back to individual departments in the next few weeks. The only adjustment may be final financial numbers from the borough.
- Woodcliff Lake memberships have 19 renewals out of 47 from last year. Approximately 4 came in for February so far. The goal is for 40 WL memberships for 2013.
- Some monies will be brought forward from the 2012 budget. Mr. Mulé asked if we were owed any monies from WL from last year and it is approximately \$2,700.
- Mr. Franz has been asked to serve as the head of the BCCLS Technology Committee. He is also serving as the vice president of the Executive Board.
- Mr. Franz is looking to offer Zinio. The licensing fee is \$2,000 if Hillsdale were to go with this service alone. Patrons would be able to simultaneously download the same magazine issue and the magazine would not have to be deleted from an individual's tablet, ipad etc.. This differs from our current print issues. If all of the BCCLS consortium subscribed, it would bring our platform cost down to \$1,200. 40% of our current print titles are offered through Zinio. He would change some of the titles over to Zinio and would be able to save on shelf space. Over time, we would discontinue getting print for some subscriptions. The library has rotated subscription titles over the past ten years and the collection averages about 270 circulations per month, at a very steady rate. We keep approximately a year's worth of magazine on the shelf. A

number of titles are going digital only, i.e. Newsweek. Ms. Braun said that this might be a good enticement for people who don't have library cards. Ms. Miano asked would WL residents be prevented from taking advantage of this and Mr. Franz will look into this. Downloads are unlimited. In the short run, our costs will increase as we will have to pay for this new subscription service as well as print copies of high interest magazines. He is hoping that *The Friends* may assist with some of the costs. Mr. Mulé said that moving towards digital services was part of our five year plan. Ms. Braun said that this would be a very encouraging model to encourage patrons to return to reading magazines.

Nominating Committee:

The nominating committee met and has suggested the following candidates: Warren Harris, President, Barbara Braun for VP, Kathleen Scordato, Secretary and Guy Mulé as Treasurer. The committee introduced it as a motion for approval, Mr. Saslowsky seconded. Unanimous vote of approval for this slate of officers for the Board of Trustees for the 2013 year.

The Friends: No one was present. There will be a re-organization meeting on March 4th at 7 PM and an invite will be mailed to all supporters.

New Business:

- Mr. Franz explained a Museum Passes Fact Sheet 2013. There are several museums that offer a museum pass program for Libraries. The library would get a certain amount of passes that could be loaned out to patrons for a day (a deposit would be required to ensure the return of the passes). Patrons have inquired about this type of service and it has been mentioned in newspapers by other libraries. Board members asked if other libraries reported success with the program. He said he would survey those who already provide it. Mr. Frank suggested trying it with one museum. Ms. Braun said it would be very appealing for special museum exhibits. She said that there might be local historians that could provide a docent type "tour."
- Mr. Franz explained a new project, "Find Yourself in a Book". It places a photograph of patrons within their favorite picture book using a green screen. He encouraged all Board members to select a book and pose!
- Canstruction 2013: He is modeling this after www.canstruction.org in NYC. A large sculpture is to be formed from donated canned goods. This will be built for National Library Week during the week of April 14th – 20th. The cans will then be donated to the Helping Hands Food Pantry. Reds, blues and greens would be preferred, 4 3/8" high. Board members were very enthusiastic about this. Mr. Franz was encouraging the PR Committee of BCCLS to explore this as a way to encourage patrons to visit other libraries. Mr. Mulé asked when the can collection will begin and Mr. Franz said immediately.
- Mr. Franz was invited to attend the founding meeting of the new Westwood Rotary Club. Ms. Braun suggested that perhaps we could have a Library delegate attend their meetings.

Director's Annual Report for 2012: It will be posted onto the Trustees page of the Library website. He delineated highlights from this extensive report. The report focused on circulation statistics, collection diversity, hours of service including computer usage, volunteers, patron's library usage and numerous activities. 3,500 residents used a Library card in Hillsdale. Mr. Frank asked about comparisons to other towns. We are always at the top of our statistical class statewide. Mr. Franz will update the report to include state figures. Ms. Braun said that these figures would help target our fundraising and goal setting. We are one

of the only Libraries open on Sundays. We are open on Saturdays throughout the summer. Ms. Braun asked about the efficiency of hours being open and how we are impacted when other libraries are closed during the same hours/days. Media circulation for adults and children is dropping. The new Polaris system has automated a lot of the borrowing. Ms. Braun asked which is more costly, borrowing or lending. Reciprocal borrowing is the same. Electronic loans are sent via delivery and are more expensive. Processing e-loans has increased from 14% in 2001 to 60% of a full-time week in 2012. Our budget falls in line with the 2011 budget from other libraries. 25 volunteers have provided ESL assistance, literacy tutoring, and book sorting for donated books.

Our children's programs are very desirable and sometimes have to be limited to Hillsdale residents. Ms. Braun asked if it is possible to repeat some popular children's programs? Ms. Braun asked if there are other ways to bring in new patrons and host niche programming? Board members discussed whether it would be feasible to offer certain programs to out of town residents for a nominal fee? Ms. Braun commended Mr. Franz on his very thorough report. He encouraged everyone to read through the reports of Laura Leonard and Cindy Greenwald.

Ms. Saslowsky asked about leveling children's books and there was some discussion with Cindy on that. Hillsdale doesn't do this, some neighboring libraries, i.e. Rivervale, do. Mr. Franz wants to encourage parents to read with their children. Parents should be aware of their children's reading ability based upon observation. Labeling books may discourage readers from attempting to reach higher. It is also very labor intensive to label books. Local school and classroom libraries do have leveled libraries.

The next Library Board meeting will be on March 11, 2013. Ms. Miano moved to adjourn the meeting, Mr. Mulé seconded. The meeting officially adjourned at 8:54PM.

Respectfully submitted,
Deirdre Danaher
Recording Secretary