

Hillsdale Free Public Library

Board of Trustees

January 14, 2013

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

Also present: David Franz, Director of the Library

Excused:

Mr. Harris, 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 December minutes. Ms. Scordato made a motion to accept the December minutes, Mr. Mulé seconded. Unanimous vote of approval.

Public invited to speak: No one was present.

President's Report: Mr. Harris: Mr. Harris welcomed our new Trustees and he wished everyone a Happy New Year. Woodcliff Lake memberships are expected to decline this year due to a change in reimbursement policy. We had over 260 memberships for 2012, representing \$70,000 in revenue. Mr. Harris met with the Woodcliff Lake liaison to the Library Committee and he will continue discussions with him. The Council should be informed how much their members borrow and the value they are finding in membership to our Library. Ms. Braun said that we have rolling sign-ups, but we can see an attrition rate from renewals or lack thereof. Mr. Heyliger asked where they went previously. Many WL town people are not aware of the history of memberships and policies with our town. During 2002-2003 Hillsdale Library worked with Upper Saddle River to offer a contract ensuring full BCCLS borrowing privileges to WL residents. WCL would have paid a split fee to the libraries. It would have been phased in over 5 years, leading to the full 1/3 mil evaluation that all libraries must meet. We were going to let WL members to have a free six months membership, but the Council wouldn't allow that to be presented. The referendum was defeated and area libraries raised membership fees to \$450 per family. Mr. Harris said we have to show WL that we are saving them money, even if they have to pay more. Members discussed various optional payment options. Mr. Franz analyzed numbers from 2012, it came out to \$5.83 per WL circulation. That is better than the BCCLS cost per circulation and better than most libraries in the area. Ms. Braun asked if we could analyze usage by WL memberships with the new data/circulation system.

The Patron Personnel Committee needs to be formed. The first Monday, Feb. 4th, will be the date for this meeting and Mr. Franz will send out an email for those who wish to participate in this sub-committee. The members will be Warren Harris, Guy Mule, Barbara Braun, and Barbara Wertheim.

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

Director's Report: Mr. Franz: Mr. Franz referred the trustees to page 1 of his report. We have \$74,000 in our Operating Account. He delineated expenses and the true reserve balance.

\$30,000 of the 2012 WL memberships will be applied to the 2013 budget. The auditor is scheduled for 1/19/13.

Mr. Franz provided the contact sheet and will update it with the new slate of officers. The Bergen County Cooperative Library System migrated to the Polaris system on 12/12/12. There was some system-wide disruption for a few days but it was rectified. Our Library staff received a lot of training and have been handling this system well. The most significant change is the way patron requests are handled. Ms. Braun asked about the new borrowing operations for cuing patron requests. Mr. Franz explained this new process. The system will find the first available copy anywhere in the system. Patrons must now pick up their items within 4 days otherwise they are sent back. The due date is now established from the day the patron picks up the item, not the day the lending library sends the item. It will be a few months before we know how the new system behavior will affect net-lending. Mr. Franz indicated that most of our net-lending is to Washington Twp, and Westwood and that is walk-in. There was a 1.4% drop in our circulation for 2012. A lot of Libraries are down. He attributes this to Amazon Prime, Netflix, which will eat into our DVD borrowing. There is a change in demographics and the younger generation may not be borrowing at the same rate. E-readers are growing in popularity, especially around the holiday season, but Ms. Braun said that the stats are flattening out a bit for them. Our circulation total of 217,228 is much higher than 12 other local comparably sized libraries. Mr. Franz will distribute a full 2012 report in the near future. E-BCCLS downloads are included. We are leaving the Digital Library NJ eBook system in February. The eBCCLS collection is still growing, but more funding is needed to make that collection robust. Mr. Franz is on the e-books committee from BCCLS. Each publisher has its own e-book rates and stipulations, i.e. Random House is \$80 a book. BCCLS services 74 Libraries. They budgeted \$150,000 for 2013. We pay one license fee. The whole system buys jointly.

Ms. Scordato noted that in the Director's report, the actual expenditure for new materials dropped \$22,786 in the last year. We normally spend about \$100,000 on books and media. Flood insurance will be increasing. A revised elevation certificate had no bearing on our insurance. The flood panels may or may not mitigate the insurance. The new door dams for the Children's Room are in process, \$14,000 in total. Ms. Braun said that we will have to get more serious about fundraising.

Mr. Franz distributed a funny photograph. We average 300 Facebook views a week for our exterior sign, But for the Mayan 12-21-12 sign, we had a huge bump in shares; 64,000 people viewed it not only across the country, but also globally. Ms. Braun suggested we formalize a contest for signs. The staff considers phrases every Monday evening.

Meeting Room Application: Mr. Franz explained the parameters of our policy. He presented an application from someone who wishes to use the meeting room for a presentation. Mr. Frank suggested that it be a donation rather than a separate fee. We have a separate exhibits policy which allows a percentage of sales to come back to the Library. Mr. Harris said that the policy does permit presenters to leave a business card. Ms. Wertheim spoke about the college consultant who was very well received.

A discussion ensued. The policy needs to be revisited. There is no implied endorsement of any presenter if they present in the meeting room. A motion was made to approve this application for a one time presentation, he can leave cards, he may not take an attendance list. The presenter has to follow the current policy. 8 yea 1 dissent, one abstention. Motion is approved as is.

The nominating committee met and has chosen: Warren President, Barbara Braun for VP and Kathleen Scordato for Secretary and Guy Mulé as Treasurer. The committee introduced it as a motion for approval, Mr. Saslowsky seconded. Unanimous vote of approval.

The Friends: No one is present. Mr. Franz showed and read a plaque that will be presented to Gary Weir for his many years of service and dedication to the Library.

New Business: Mr. Harris recommended that the new Trustees attend the various Trustee workshops and the BCCLS orientation.

The next Library Board meeting will be on February 11, 2013. Mr. Mulé moved to adjourn the meeting, Ms. Braun seconded. The meeting officially adjourned at 9:01PM.

Respectfully submitted,
Deirdre Danaher
Recording Secretary