

## Hillsdale Free Public Library

**Board of Trustees**

**June 13, 2016**

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*In attendance were: Barbara Braun, Marie Hanlon, Warren Harris, Robert Heyliger, Zoltan Horvath, Allen Saslowsky, Kathleen Scordato, Barbara Wertheim*

*Also present: David Franz, Director of the Library*

*Excused: Abby Lundy, Joanne Miano*

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Ms. Braun, 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 7:30 PM. The Board reviewed the May minutes. Ms. Wertheim made a motion to accept the May minutes, Mr. Heyliger seconded. Unanimous vote of approval.

Public invited to speak: No one was present.

President's Report: Ms. Braun:

- ✓ Several Board members attended the Abraham Lincoln presentation. Ms. Braun said it was excellent and that the actor was gripping. Mr. Franz contacted the NJ Council for the Humanities; a \$50 registration fee allots a couple of free programs, and they also have a speakers' series. One of *The Friends of the Library*, Pamela Hahn, organized his presentation, and she will be working on future speakers for the Fall. Assemblywoman Holly Schepisi was also in attendance. Mr. Horvath asked about musical programming and Mr. Franz is open to suggestions.
- ✓ Hillsdale Day was a success and Ms. Braun thanked Ms. Wertheim and Mr. Heyliger for coming. The press was there so it is hoped that coverage will be in *Community Life*.
- ✓ The town surveys completed at Hillsdale Day will be put into a Google doc for review. Mr. Horvath suggested having a survey table at the Art in the Park event.
- ✓ Ms. Braun and all Board members congratulated Mr. Franz on receiving the NJ State Library's Innovative Award. He thanked all of the Board members for their ongoing support.

Treasurer's Report: The Library is fiscally sound.

Director's Report: Mr. Franz:

- ✓ Mr. Franz analyzed circulation trends from 2001-2015. He subtracted out reciprocal lending and he added the number of items that Hillsdale residents have borrowed yearly. Hillsdale residents' book borrowing has been fairly consistent from 2006 -2015. Media borrowing has decreased. Sales of used books are not included in circulation statistics. Mr. Franz initiated "Lucky Day" books and DVDs, which are not holdable or renewable. These items are purchased with the hair fund.
- ✓ Cindy and Kathryn are putting in a lot of effort towards the summer programming.
- ✓ The Hudson Valley Woodturners Club has a terrific following and their workshops fill to capacity immediately. In turn, they have generated new members as a result of their events at the Hillsdale Library.

- ✓ The contractor will begin tomorrow repairing the pillar and other areas in need of concrete work.
- ✓ Evan Verbraska, a prospective Eagle Scout, will be doing a clean-up project around the exterior, renovation of the planters as well as installing bird houses along the brook.
- ✓ Mr. Franz constructed Olympic rings which will be part of a summer reading initiative. The plan is to display them in front of the Library. Participants in the summer reading program will sign their name on the rings.

### **Policy Reviews**

Five Year Strategic Plan: There has never been a direct survey mailing to residents about the Library. *The Friends* do an annual fundraising mailing but that is a one way message. There are 1,400 addresses on the library Constant Contact list and it has a 25% opening rate. Ms. Braun suggested having a sub-committee research this plan. The previous survey was both in paper format as well as on Survey Monkey. Ms. Danaher suggested having prizes as a motivator to complete and return the survey. Mr. Harris asked how we promulgate the message about what services the Library offers. We have to target all of the media outlets, print, electronic, but most of all, word of mouth. Board members suggested having all of our events listed on the town electronic board. Mr. Horvath asked about the local TV channel. Ms. Braun suggested working on question development for the survey over the summer, researching and developing an analytics plan and discussing channels through which we would deploy the survey. Ms. Braun, Ms. Scordato, and Mr. Heyliger agreed to serve on this sub-committee. The goal is to have the five year strategic plan updated by year's end.

Lime Energy – Mr. Franz will need the Library Board to meet to vote on acceptance of this project, if it is ready in July or August.

New Business: The Library received a \$1,000 Award for Innovation from the NJ State Library. Board members and Library staff discussed ideas on how to use this money. Ms. Hanlon suggested installing an electronic TV on the wall highlighting our many activities on a loop system, “we are more than books”. Mr. Franz suggested installing a Wi-Fi hotspot in Veterans’ Park.

*The Friends:* No one was present. The Summer Film Festival will begin next Monday, June 20<sup>th</sup>. Ed Shannon, a professor at Ramapo College, will return to offer his cinematic insights.

The next Library Board meeting will be on July 11 only if action is required on Lime Energy’s proposal. Ms. Hanlon moved to adjourn the meeting, seconded by Mr. Horvath. The meeting officially adjourned at 8:31 PM.

Respectfully submitted,  
*Deirdre Danaher*  
Recording Secretary