

Hillsdale Free Public Library

Board of Trustees

May 14, 2018

In attendance were: Barbara Braun, Marie Hanlon, Warren Harris, Robert Heyliger, Alfred Metz, Joanne Miano, Mayor John Ruocco, Allen Saslowsky, Kathleen Scordato, Barbara Wertheim

Also present: David Franz, Director of the Library

Excused:

Barbara 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 7:35 PM. The Board reviewed the April minutes. Ms. Wertheim made a motion to accept the April minutes, Ms. Hanlon seconded. Unanimous vote of approval.

Public invited to speak: No one was present.

President's Report: Ms. Braun thanked Ms. Wertheim for providing the names of the Eagle Scouts and Ms. Scordato for writing the beautiful letter addressed to them. They spoke on behalf of the Library at the Eagle Scout Court of Honor and said it was a very moving ceremony. Ms. Hanlon suggested that we should also support the Memorial Day Boy Scout Pancake Breakfast. Mr. Franz said that he writes a letter on behalf of the Library to any Eagle Scout that does a project at the Library. Ms. Wertheim thanked Ms. Braun for her work on this.

Ms. Braun spoke about the recent heavy rains. She asked about the flood insurance. We still have the same coverage; we have not opted to self-insure. The Borough Safety Committee meets quarterly. Ms. Braun wanted to know about the emergency plan if we had flooding, and the Library's chain of command. Mr. Franz is available by phone 24/7. Staff would call DPW if danger were imminent. The Mayor stated that the OEM monitors the brook for any danger of breaching the floodwall nearest the Library. Previous flooding spilled into the parking lot first for a few hours.

Ms. Braun asked if there are any volunteers to march in the Memorial Day parade, no one volunteered. Hillsdale Day will be in mid-September at Beechwood Park. The Library will have a table. This is a perfect opportunity to market our many offerings.

The Library's Strategic Plan is still in development.

Treasurer's Report: Ms. Miano stated that the Library is fiscally sound. A copy of the annual audit by Garbarini and Co., P.C. was distributed to all members. During the audit process, it was noted that we are holding \$50,000 within the NJ Cash Management Account specifically for insurance deductibles. The auditor suggested it be formalized by a Board resolution for the purposes of insurance deductibles.

Be it resolved that the Board formally declare \$50,000 to be held in the NJ Cash Management Fund for the purposes of insurance deductibles. A first motion was made by Mr. Heyliger, seconded by Ms. Wertheim. Unanimous vote of approval.

Mr. Franz stated that the Library budget was presented and passed at the Town Council meeting. There was a \$10,000 decrease in cash support, but there is a carryover of approximately \$5,000. Mr. Franz will be discussing this with town finance. Ms. Miano said that we are a little ahead with the Woodcliff Lake memberships.

Director's Report: Mr. Franz:

Deliveries: LibraryLinkNJ's budget will be so greatly impacted by the costs of the increase in the new delivery services, that the organization may be dissolved next year. Mr. Franz explained the cost analysis. He discussed the delivery rates, which are approximately \$15 per stop. BCCLS tried to maximize the routes. However, that contract was terminated due to the sheer volume of materials being delivered. The actual cost should be approximately \$25. per stop per day. Some of the other systems have their own county systems and only utilize this system if the delivery is going out of that county system. NJLA has been advocating for NJ State aid. Our State aid check used to be \$14,000, but it is now approximately at \$4,000 due to decreased NJ State funding. Mr. Franz will be attending the annual LibraryLinkNJ upcoming meeting. If we took the delivery service on ourselves, it could be over \$6,000 per library. He was asked to co-chair the Reciprocity Task Force, with a specific examination of the County grant. Net Lender funding historically has gone to the same libraries each year. He will have more details by the June meeting. There are thousands of materials being shared among libraries on a daily basis.

Library purchasing: Mr. Franz ran a report on Library purchases reflecting items that were added to the BCCLS system, but that were never circulated over the past year. Most of our circulation accounts for items purchased within the last two years. The circulation success rate among member libraries varies greatly.

NY Times: Mr. Franz spoke with the NY Times representative. We pay approximately \$800. a year for the print version. For \$1,100, we could provide digital access to any Hillsdale cardholder who accesses it via the Library website and a redemption code with unlimited use. If the cardholder uses is within the Library, it does not count against our total. Ms. Braun asked about daily paper usage and it has readership, but Mr. Franz said it is limited. Ms. Braun suggested that digitally, it could reach a wider audience. The limit would be 10,000 redemption codes annually. To measure the daily paper copy usage, board members suggested moving the paper behind the circulation desk so that staff can keep track of daily requests. Ms. Braun asked what the statistics are for digital vs. paper use. The NY Times rep. may decrease the rate if several libraries join at the same time. The Library will monitor use for a year.

Strategic Plan: Mr. Metz: Mr. Metz and Ms. Braun met to discuss the strategic plan. What is the purpose of our Library? He stated that the use of our strategic plan is underestimated. He said that we need to increase our public awareness via this plan and we should be stating that we are open to getting public input towards improving overall Library services. He is proposing that we reorient the plan slightly. We need to look top down with goals and objectives. What is the difference between strategy and tactics? Strategy creates concrete goals for a period, i.e. the next 3 years. The tactics are the steps we take to achieve these goals. What are our longer-term goals, projecting beyond three years? We must be fiscally conservative and plan accordingly. He spoke about developing consensus for the following goals:

1. Finding out more about our clients, what does the community want the Library to do? Why don't some people use the library? Audience strategy? Can we reach them economically?
2. How do we tell people about the Library? How can they have input in suggestions? Make the Library the center of Hillsdale life.

3. Improving the quality of services: concern about a shift away from books, declining circulation, patron patterns are changing, library loans, programming, planning for the next 3 years.
4. Funding: How do we get the public to support *The Friends*, pride of giving, supporting the Library beyond money, by in-kind activities to make them successful as a whole.

Mr. Metz stated that we should also highlight what we have accomplished from our previous goals.

Mr. Heyliger, via “Access for All”, spoke about people with disabilities who cannot always access our services. He said that there are at least 20 different groups in this town and he would like to survey them. Mr. Heyliger feels that communication is an issue, making people aware of what the Library can offer. We would want to target the needs of particular clientele.

Ms. Braun said that Makers Day has changed.

Mr. Franz examined deed changes at the County Clerks Office. Since 2010, there have been 1,612 deed changes, which equates to 25%. This indicates a big change in audience Mr. Harris said that the older generation/Seniors may be more inclined to use the Library because they have more discretionary time. Conversely, the Millennials may be more attracted to digital media due to constraints from their work hours.

A lengthy discussion ensued as to demographic shifts, societal change, shifts to social media and digital usage. Senior Citizens currently make up approximately 18% of our town’s population. Ms. Hanlon noted that the senior citizens are the newspaper/book readers as opposed to digital users. Ms. Braun said that concrete metrics would certainly shape our goal planning and would impact our three-year vs. a much longer ten-year plan.

There will be a meeting at the Library next Monday, May 21, 2018, for board members to continue their work on developing the Strategic Plan.

The Friends: *The Friends* met recently and agreed to presently fund one museum pass for the Grounds For Sculpture. Donations to *The Friends* have decreased.

New Business: The Board agreed to a change of meeting date to June 18th. No other new business.

The next Library Board meeting will be on June 18, 2018. Ms. Wertheim moved to adjourn the meeting, seconded by Mr. Harris. The meeting officially adjourned at 9:07 PM.

Respectfully submitted,
Deirdre Danaher
Recording Secretary