

## Board of Library Directors of Cheltenham Township

### March 27, 2024 Meeting Minutes

**Attendance:** Julie Haywood, Jesse Gallagher, Nathan Schultz, Myron Goldman, Tim Gaudreau, Jeff Chirico (Commissioner Liaison), Mary Kay Moran (Executive Director), Maddie MacKenzie (Administrative and Communications Associate), Hannah Miller (Head Librarian, Glenside Branch).

**Public Comment:** None.

**Consent Agenda:**

- a. President's Report
- b. Director's Report
- c. Statistical Report
- d. Friends Reports
- e. January Minutes
- f. Finance Reports
- g. Committee Reports

**Questions and Comments:**

- Julie Haywood requested that in the next CTLS branch statistics report, the East Cheltenham and La Mott Libraries be noted as being closed seasonally.
- Mary Kay Moran recapped the Office of Commonwealth Libraries' statute regulation review and process for the Board and the public and reminded the Board that comments on the exposure draft are due April 29. Board members can submit comments via the form that Mary Kay Moran sent via email.
- Julie Haywood asked Mary Kay Moran to compare this year's utility fees with what the library system paid last year.
- CTLS increased the budget for Overdrive by \$1500 more a month to reflect library patron's increased use of digital and downloadable materials. More patrons are now borrowing downloadable materials than physical print materials. Digital materials have also significantly increased in price since last year.

**Motion:** Myron Goldman moved to adopt the Consent Agenda, Tim Gaudreau seconded the motion, and the agenda was adopted.

**Sunshine Announcements:** The Board held an executive session on personnel after the January meeting.

**Audit Q&A:** Matt Weed, the CTLS audit supervisor from Maillie, gave a brief presentation of the library system's FYE 2022 annual audit and financial statements and held a Q+A session for the Board. The objective of the audit is to provide reasonable assurance that the financial statements are free from material misstatement. CTLS received a clean audit this year. Julie Haywood thanked Mary Kay Moran, Dot Sutton, Matt Weed and everyone who worked on the audit.

- **Motion:** Myron Goldman moved to approve the FYE 2022 audit, Nathan Schultz seconded the motion, and the motion passed.

**Librarian's Report:** Hannah Miller (Head Librarian, Glenside Branch). See attached report.

**Commissioner's Report (Jeff Chirico):** Jeff Chirico presented a brief overview of the updated Cheltenham Township facilities plan to the Board. The overall feedback to the updated plan has been positive. In this proposal, a centralized library would be located left of the Richard Wall House in an updated Wall Park. The Township is exploring building concepts with a connecting garden or terrace between the Wall House and the library to emphasize the link between the modern building and Cheltenham's past.

The Board briefly discussed the potential square footage of the centralized library. Mary Kay Moran originally requested 30,000 square feet. Jeff Chirico explained that the design process is still at the macro level, and the architects and commissioners have not yet delved into detailed plans. The Township will hold further consultations on specifics with the library system and the community after the vote.

On April 17, the commissioners will vote to move forward with one of the proposed facilities plans. After the vote, the Township will begin the financial analysis process in Q2 and 3 of this year, then move on to the design, permit and construction processes. The commissioners do not expect construction to begin for at least another year.

Tim Gaudreau requested clarification on the structure of the next feedback stage and emphasized the importance of an organized collection of feedback. Jeff Chirico expects there will be sessions for the La Mott community to provide input on the community center's renovation, and further meetings with the architects and various stakeholders. The commissioners have not yet decided on the structure of the next stage of community feedback. Myron Goldman requested that the Elkins Park Book Sale Committee be included in that meeting when the time is appropriate.

**Public comment:** A member of the public reported issues with accessing the Zoom portal. Mary Kay Moran explained that some Board meetings can be brief, and that the Zoom portal does stay open throughout the length of each meeting.

#### **New Business:**

**Strategic Plan Update (Mary Kay Moran):** Mary Kay Moran updated the Board on the progress of three strategic initiatives that CTLS is focusing on in the first two quarters of the year.

#### **Building Community II:**

- The CTLS team has diversified its library marketing through social media, updating the tone and content of CTLS social media and beginning to expand our reach with new platforms, including TikTok. Mary Kay Moran thanked Maddie MacKenzie for leading the social media outreach committee.
- CTLS has finalized goals for outreach events and developed talking points and scripts for staff to use at these events.
- CTLS is developing criteria for best practices around community partnerships to prioritize partnerships that align with the library system's mission and vision. Staff are working on

strengthening existing partnerships and looking at whether partnerships have a unique perspective on part of the community and complementary resources and abilities.

#### Enrich Lives III:

- To encourage a love of reading in young readers, CTLS has focused on preschool outreach. CTLS librarians are adding stem kits, extending the early literacy kits, and expanding outreach and resources for families through Family Place workshops with early child development specialists. This summer, CTLS will provide programming around the Summer Reading Challenge to encourage reading in school aged children.

#### Connecting People to Technology:

- CTLS is currently revamping our technology replacement plan, and increasing tech-related programming and tools based on community feedback and patron requests.

#### Governance:

**Review and Approval of 2024 Board Goals:** The Board reviewed the goals developed during the Board Retreat in February, which were circulated to prior this meeting.

Julie Haywood brought up the goal to “work with Mary Kay Moran as the executive director to look for alternative funding to make up 10% of budget (about 200,000)” for review. Board members questioned the proposed percent of the budget and whether the Board has the staffing or base of support to meet that goal.

Julie Haywood suggested removing the reference to a specific percentage of the budget, and changing the wording to read “in collaboration with the executive director, identify diverse funding sources.”

Nathan Schultz suggested asking why we want to diversify funding sources and looking to benchmarks at other libraries to determine what percentage of budget we want to come from contributed revenues.

The Board decided to remove the specific funding goal from the 2024 Board Goals until members have a more robust discussion about the intent and means behind identifying diverse funding sources.

- **Motion:** Myron Goldman moved to approve the 2024 Board Goals as amended, Jesse Gallagher seconded the motion, and the Board Goals were approved.

**Approval of Community Advisory Committee Charter:** The Community Advisory Committee will engage the community in an organized fashion, bringing community members with diverse disciplines and skill sets together for input on the future of CTLS. The committee can provide specific documented feedback on library activities and facilities, and allow for succession planning with potential candidates for future Board vacancies.

Nathan Schultz questioned the phrasing of the first sentence of the purpose section that reads “engage the community to participate in formal Board discussions and communication and to encourage participation and engagement in the library system.” The Board briefly discussed the intention behind the language and Julie Haywood pointed to the responsibilities section for clarity. Julie Haywood proposed replacing the contested phrasing of the committee purpose with point 1 of the responsibilities section: “Seek new voices from within the community of Cheltenham Township to provide expertise and

engagement in relation to Board activities.” This change constituted a nonmaterial change to the charter.

- **Motion:** Tim Gaudreau moved to approve the Community Advisory Committee Charter as amended. Julie Haywood seconded the motion, and the motion passed.

**External Affairs:** Jesse Gallagher shared that the 2023 Annual Appeal funds total was up 0.7% from last year’s total. This year the appeal had 39% more individual donors, and donor retention was in line with the national average. External Affairs and CTLS staff are moving forward with creating a donor email list, editing mailing routes, and encourage monthly donations.

**Open House:** Jesse Gallagher encouraged the Board to attend the 2024 CTLS Open House at the Elkins Park Library on April 11. Last year 35-40 people attended and the External Affairs Committee hopes this year will have equivalent or increased attendance. Jesse Gallagher will send out the updated Community Partners list with the new stakeholder invitation column to the Board.

**Advocacy Calendar:** Jesse Gallagher introduced the Advocacy Calendar in Google Workspace, which keeps track of potential advocacy events, including events, Township meetings where Mary Kay Moran will be speaking, or other library-related events, to encourage board members to attend. Jesse Gallagher will look into setting up notifications when new items are added. Mary Kay Moran and the CTLS team identified priority outreach events for board members based on the library staff’s experiences at last year’s outreach events, including the Glenside Arts Festival, the Strawberry Festival, Juneteenth at CHS, Representative Nelson’s Senior Fair, Historic La Mott Day and Arts in the Park.

**BOLDOCT Outreach Gear:** Board members decided to look into ordering a board shirt to wear to outreach events. Jesse Gallagher will add ordering a board shirt to the External Affairs agenda, and reminded the Board that External Affairs Committee Meeting will be moved to the following month.

#### **Internal Affairs:**

**Investments:** The Truist funds are now invested in the two PLGIT CDs approved at the January Board Meeting. The library system invested \$236,000 in each account, to keep the accounts under the FDIC-insured \$250,000 limit through the end of the 12-month investment. The interest rates are in excess of 5%, and Mary Kay Moran will let the board know the exact interest rates. The TRUIST money market account has about \$30,000 left, at about 5% interest.

**MOU with the Township:** The Township does have a copy of the MOU. Mary Kay Moran has been working with Megan Hart, and expects that in the next two weeks they can sit down to discuss the MOU. Alyson Elliott was receptive to idea of an MOU between the township and the library system, but Mary Kay Mora is still waiting for feedback on the specific points that the Board requested.

**Talking Points/Board Education:** Mary Kay Moran distributed new talking points from PALA on why the public library subsidy from the state should be increased. The state library budget has never recovered funding from the cuts made in 2001 and 2008. Julie Haywood encouraged the board members to send letters to their representatives. Myron Goldman volunteered to help Julie Haywood draft the letter. Mary Kay Moran will find out if there are key people beyond the local representatives the Board should contact. The talking points and Librarian’s Report are in the communications toolkit on the Board Shared Drive. All other documents in the board packet can also be found on the Board Shared Drive.

**Public comment:** none.

**Upcoming Meetings:**

- The next External Affairs Monday, May 6, 6PM
- The next Governance Committee Meeting will be held on Monday, April 8 at 6:00 PM.
- The next Internal Affairs Committee Meeting will be held on Tuesday, April 9 at 4:30 PM.
- The next Board Meeting will be held on Wednesday, May 22 at 7:00 PM at the Elkins Park Library.

**Motion:** Myron Goldman moved to adjourn the meeting, Jesse Gallagher seconded the motion and the meeting was adjourned.