

## Board of Library Directors of Cheltenham Township

### September 25, 2024 Meeting Minutes

**Attendance:** Julie Haywood, Jesse Gallagher, Myron Goldman, Jessika McLaughlin, Jeff Chirico, Tim Gaudreau, Nathan Schultz, Mary Kay Moran (Executive Director), Maddie MacKenzie (Administrative and Communications Associate), Nicole Lynch (Assistant Director), Carolyn Turner-Harris (Branch Manager of the La Mott Free Library)

**Public Comment:** None.

**Consent Agenda:**

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

**Questions and Comments:** none.

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

**Sunshine Announcements:** None.

**Librarian's Report (Carolyn Turner-Harris):** See attached report.

**Commissioner's Report (Jeff Chirico):** Jeff Chirico updated the Board with Township events and developments, including a proposed housing development at 1900 Ashbourne Road, a mixed use development at the Pitcairn property near the Jenkintown train station, upgrades to Robinson Park and PECO electric infrastructure work.

The Melrose Country Club Development will be a series of buildings, consisting of an assisted living and memory care unit, traumatic brain injury center, medical office building, an over-55 community, townhomes, and single family housing and will bring over 1,000 jobs to the Township. The developer is offering a portion of the property across from Cheltenham Elementary for the Township to use for a community center (potentially to replace Rowland) and possibly a pool to replace Conklin. They are willing to construct a pool and an accompanying building and allow the Township to pay it off over a 29-year lease.

The Township held community meetings in June and August to discuss the renovation of the La Mott Community Center. The architects are finalizing the concept design and cost estimate, and the proposal will potentially be brought to the Board of Commissioners this fall. The Township does not expect construction to commence for at least a year and then construction will take over a year. Jeff Chirico will let the Board know when date of the next community meeting is announced.

Julie Haywood asked if Mary Kay Moran and CTLS will have the opportunity to give feedback at a separate meeting with the commissioners and the architect. Mary Kay Moran has not had the opportunity to meet with the architects since the beginning of the facilities assessment process. Jeff Chirico will connect Mary Kay Moran with the architects.

The La Mott Library is currently 650 square feet. Mary Kay Moran explained that the originally proposed 400-600 square feet is an ideal amount of space for a satellite location, but the library system needs to know the final decision to be able to plan. In the proposed design of the community center, there was a programming space across the hall and a computer lab around the corner from the library. If there was an exterior door and a security gate separating the rest of the community center, the library could hold programming when no one else is in the building. The Board discussed the

importance of the Township prioritizing collaboration with the staff and stakeholders who will be working in and using each community space.

At the satellite libraries, patrons can pick up holds, use a computer and get tech assistance, and browse a small collection on mobile shelves. There are currently no other libraries that have satellites in the state. The satellite locations will provide library service throughout the Township and avoid the expense of paying branch fees and additional staffing costs.

The Board discussed the overall facilities plan and the progress of the central library. Mary Kay Moran explained that because La Mott received a dedicated grant, it was the first building on the list for renovations. Any other construction will be far in the future. Jeff Chirico offered that the budget meeting next week may shed some light on the Township's next steps.

**Public comment:** none.

**New Business:**

**Governance:**

- **Board Member Self-Evaluation:** Jessika McLaughlin requested that board members complete the Board Member Self-Evaluation by October 2. Responses will be used to inform the Board Retreat. Jessika will send a reminder via email.
- **Board Member Recruitment:** Nathan Schultz will be resigning from the Library Board, creating an open seat. Jessika McLaughlin suggested posting the vacancy on the sign outside of the Elkins Park Library. Mary Kay Moran will send out an email blast advertising the position, and CTLS will promote it via library social media. Applications are due by October 25, 2024. Julie thanked, Asza Hill, Jessika McLaughlin and Mary Kay Moran for getting the process started.
  - Julie Haywood requested that each Board member check their end of term date and confirm whether they will be returning with herself and Jessika McLaughlin. Myron Goldman will reach his term limit in 2024. The Board will look into the bylaws regarding emeritus members.
  - The Board needs to form a group of three Board members to be part of the review process. Board members should email Julie Haywood if interested.
- **Personnel Handbook:** The Board addressed questions about the revised Personnel Handbook.
  - Nathan Shultz suggested adding language about gender to the policy on staff relationships.
  - Mary Kay Moran will add life partners to the definition of immediate family in the Donated Time Policy. No substantive changes.
    - **Julie Haywood requested a motion to approve structure and organization of the revised CTLS Personnel Handbook:** Myron Goldman moved to approve, Jessika McLaughlin seconded, and the handbook was approved unanimously.
- **Review of the Goals Dashboard:** Jessika McLaughlin reviewed the updated Board Goals dashboard, and suggested the Committee chairs add relevant goals to the agendas at the next committee meetings, and update the dashboard accordingly.
  - The Board discussed improving the Board presence on the CTLS website and social media with a potential Board group photo and individual member headshots and bios.
- **Committee Organization:**
  - Jessika McLaughlin reminded the committee chairs that they have the autonomy to schedule meetings as needed, at least 6 times a year.
- **Community Advisory Committee Update:** Tim Gaudreau shared that there are 3 individuals interested in participating in the Community Advisory Committee. The committee will need an additional board member to join Tim Gaudreau, as the chair, and Julie Haywood as an ex officio member. Once the group has developed their charter, they can decide how frequently to hold meetings, likely on an as needed basis. Interested board members must respond by October 1.

- **Executive Director Evaluation Timeline:** Julie Haywood sent Mary Kay Moran the timeline and process of the Executive Director Evaluation. This year, the Board aims to complete the evaluation by the end of November and set goals in December, to allow Mary Kay Moran closer to a full year to implement those goals. Board members can find the evaluation timeline and process in the materials section of the New Business Packet. Julie Haywood will send out the section requesting feedback from Board Members. If a question is not relevant, members can answer N/A.

#### External Affairs:

- **Draft of Annual Appeal Letter:** Nicole Lynch reminded the Board that the Annual Appeal Letter draft is in the New Business Packet. The External Affairs Committee reviewed the draft and provided helpful feedback. Mary Kay Moran and Nicole Lynch will update the statistics included in the letter closer to the end of the year. The Annual Appeal team is on target to follow a similar timeline to last year, with the appeal letter scheduled to go out the week before Thanksgiving. Nicole Lynch anticipates asking board members to assist in hand-stuffing the envelopes earmarked for additional personalization. The Appeal Team will continue to use social media, emails, signage in the branches, bookmarks, and more to build on the success of last year.
- **Thank-a-thon:** In October, the Board will be holding a thank-a-thon at the Glenside Library to make thank you phone calls to the top donors. According to the experts, when board members become involved in the thank you process on a personal level, including with phone calls and voice mails, donations increase. There will be scripts for board members to follow when calling donors. Mary Kay Moran will send out a Doodle Poll to the Board to determine the date of the event.

#### Internal Affairs:

- **2025 Budget Draft:** The Township's 2025 public budget presentation is tentatively scheduled for the evening of October 8<sup>th</sup>. CTLS is currently scheduled first on the list at 6:00 PM. The Library System is asking for about a 2.4% increase to add approximately \$45,000 to the budget. This increase would allow CTLS to provide staff with a 3.5% cost of living salary increase, and bring exempt staff up to the new Department of Labor exempt minimum salary thresholds and account for the increased costs of shipping, circulating materials, and more, as seen in the tentative budget draft. Julie Haywood requested that as many board members attend as possible.
- **Five Year Budget Process:** Tim Gaudreau and the External Affairs Committee compiled a spreadsheet overview of CTLS's income and expenses over last 5 years, excluding the pandemic. Nicole Lynch and Mary Kay Moran are in the process of adding comments and evaluating outliers in funding and expenses. Once the team finishes adding comments and adjusting the formulas, CTLS will have a more realistic 5-year projection.

**Board Advocacy:** Julie Haywood encouraged the Board to take advantage of opportunities for library advocacy, including reaching out to elected officials regarding the budget, using the talking points discussed at previous meetings, and reaching out to stakeholders regarding upcoming programs and library priorities. Mary Kay Moran handed out lanyards with name tags for each board member to wear at outreach events. Mary Kay Moran invited the Board to tomorrow evening's 1,000 Books Before Kindergarten graduation at the Glenside Library at 6:30 PM. Bingo and Bluey will be joining the CTLS team to celebrating participants' reading milestones.

**Talking Points/Board Education:** Mary Kay Moran handed out promotional materials for the electronic resources that CTLS provides its Cheltenham cardholders. Libby and Hoopla are the biggest and most popular. Other services highlighted include Comics Plus, which offers unlimited digital youth and adult graphic novels on demand, full access to current and archived Consumer Reports, and ValueLine, one of CTLS's most highly used resources. ValueLine offers reliable, unbiased investment information for beginners up through expert investors. CTLS also provides access to test preparation materials for a wide variety of standardized tests, A to Z World Food, a huge recipe database for food and food culture around the world, and Parent TV. Parent TV is included as part of the Family Place Library Grant, and provides on demand parenting videos and courses from pregnancy through teenage years. All of these resources are available through the research-it tab on the CTLS website.

The Library System has access to other digital resources through the county or the state, but these CTLS specifically provides. The libraries do have advertising and promotional materials out about them, but would like to increase their marketing and visibility, as some are underutilized. Julie Haywood offered to draft a “Did You Know” article to share with the stakeholders list.

This year the Cheltenham Township Library System has saved Cheltenham residents over \$2 million from physical circulation alone. This statistic will be added to annual appeal infographic.

The CTLS seasonal branches will be closing at the end of October, weather permitting. Mary Kay Moran informed the Board that while the Township will be holding programming in the community centers through November, the programming will be evening programs like basketball, which are less limited by cold. The Township did not reach out to CTLS during the programming planning process, and held many duplicate programs. The Township does not winterize the buildings until after Election Day. Last year, it was too cold to keep the libraries open until Election Day, and CTLS staff had to scramble to close the branches. The pivot from prohibiting use of the buildings to holding programming will be confusing to the public.

**Public comment:** none.

**Upcoming Meetings:**

- The next External Affairs Monday, October 7 at 6:00 PM
- The next Governance Committee Meeting will be held on Monday, October 14 at 6:00 PM.
- The next Internal Affairs Committee Meeting is TBD.
- The next Board Meeting will be held on Wednesday, October 23 at 7:00 PM at the Elkins Park Free Library.

**Motion:** Myron Goldman moved to adjourn the meeting, Julie Haywood seconded, and the meeting was adjourned.