

## **Board of Library Directors of Cheltenham Township**

### **January 22, 2025 Meeting Minutes**

**Attendance:** Alycia Kinchloe, Julie Haywood, Jesse Gallagher, Myron Goldman, Jessika McLaughlin, Tim Gaudreau, Mary Kay Moran (Executive Director), Nicole Lynch (Assistant Director), Maddie MacKenzie (Administrative and Communications Associate), Elizabeth McGoran (Head Librarian at the Elkins Park Library)

**Public Comment:** None.

**New Board Member Announcement:** Julie Haywood welcomed Alycia Kinchloe to the Board of Library Directors. Alycia Kinchloe is a long-time community member who is involved in the PTO, and a lawyer with her own law practice.

#### **Consent Agenda:**

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

**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 (Elizabeth McGoran):** See attached report.

**Commissioner's Report (Jeff Chirico):** Mary Kay Moran read the Commissioner's Report from Jeff Chirico with Township updates. The Commissioners passed the 2025 Township Budget, including a \$16 increase to the refuse and recycling fee and a 3% increase to real estate taxes, equating to approximately \$43 more for the average residential home. Funding remained flat for many departments including the library system, which reflects the difficult financial situation the Township is currently facing.

The report included updates on construction projects that may affect CTLS patrons in the Glenside area. The Keswick Bridge will be replaced in May, and construction on the bridge over Easton Road is tentatively scheduled for March into April over 5-6 weeks.

The architects working on the La Mott Community Center are in the design phase now. The Commissioners hope to have more detailed information and sketches this spring. Jeff Chirico hopes that construction can begin before the end of the year. The Township does not have any updates to share on the Melrose Country Club Development.

Two Commissioners, Mitchell Zygmund-Felt from Ward 6 and Ann Rappoport from Ward 4, will not be running for reelection next year. The petition process to run for a Township Commissioner position begins February 18.

**Public comment:** Bruce LaBan, a patron of the East Cheltenham Library, shared a report highlighting the process of the boiler inspection at the Rowland Community Center and shared concerns with the Board of Library Directors. Mr. La Ban presented the Board with relevant paperwork. Julie Haywood explained that CTLS and its library branches are tenants in Township-owned buildings and are not responsible for the maintenance of said buildings. The Board thanked Mr. LaBan for bringing this issue to the attention of the Library System and encouraged Mr. Laban to share the information with the Township Board of Commissioners. The Library Board will also pass on the report to the President of the Township Commissioners.

#### **New Business:**

##### **Board Committee Approvals:**

- **Executive Committees: The Executive Committee is proposed to be** Julie Haywood as President, Jessika McLaughlin as Vice President, and Tim Gaudreau as Secretary/Treasurer.
  - **Motion:** Myron Goldman moved to approve the Executive Committee and Alycia Kinchloe seconded. The motion carried.
- **Committee Composition:** The Committee Composition has been shared with the Board. This year, two committees will have co-chairs. Jessika McLaughlin and Alycia Kinchloe will co-chair the Governance Committee. The Internal Affairs Committee will be co-chaired by Julie Haywood and Myron Goldman.
  - **Motion:** Myron Goldman moved to approve the committee composition and meeting times. Alycia Kinchloe seconded the motion and the motion carried.

#### **Governance:**

- **Board Member Bios:** Jessika McLaughlin asked each board member to submit a one-paragraph bio to be posted on the CTLS website. Board members were instructed to send their bios and board email addresses to Mary Kay Moran, who will share them with Azsa Hill to post on the cheltenhamlibraries.org BOLDOCT page. Mary Kay Moran is also looking into taking uniform headshots.
- **New Commitment Letter and Conflict of Interest Form:** Mary Kay Moran passed out copies of the new Commitment Letter and the Conflict of Interest Form. Board members should sign and return the forms to Mary Kay Moran.
- **March Action Item Planning Session:** Once the Board formalizes the 2025 Board Goals in February, they will hold an action planning retreat in March. Jessika McLaughlin will send out dates for a Sunday afternoon retreat. This working session will be held in one of the CTLS branches.
- **Save the Date for the March Virtual Workshop (Saturday, March 15):** The agenda and registration are not posted yet. Mary Kay Moran will send that information out once it is available.

#### **External Affairs:**

- **Annual Appeal:** Jesse Gallagher shared that at the External Affairs Committee meeting, members discussed holding an advocacy session for the library. Nicole Lynch shared that there is still time for funds to come in for the Annual Appeal. This year's Annual Appeal has slightly surpassed the amount donated last year, by \$61 to date. As of today, the Annual Appeal has raised \$30,102. This year, the amount of the average each donation increased, and the overall number of donors decreased, over a shorter appeal period than in 2023. CTLS used the same email and social media formula developed for 2023's campaign, with the addition of the Donor Newsletter and other stewardship efforts.
  - The CTLS appeal team will conduct a final evaluation at the end of February to look at donor retention rates and ZIP codes. CTLS will continue to expand our donor stewardship in 2025, by continuing the Donor Newsletter, adding more personalized mailers to the top donors, and holding the Thank-a-Thon again this year.

#### **Internal Affairs:**

- **2025 Budget:** Julie Haywood shared that the Township has officially flat-funded the Library System. The Library System originally asked the Township for an additional \$45,000 in funding. When Mary Kay heard that the Township would be flat-funding the Library System, she eliminated the full-time LA2 Library Assistant Youth Services position CTLS had planned to hire for the Elkins Park Library. The salary would have been around \$38,000 with benefits totaling \$11,000. That elimination covered the difference between the requested budget increase and the current funding.
  - CTLS was able to implement the minimum new salary thresholds MEA recommended for all but 5 positions this year. Mary Kay Moran does not expect the flat-funding to impact CTLS's programs and services this year. The flat funding will limit some of the outreach efforts that would have been performed by the eliminated Library Assistant Youth Services position.
  - Myron Goldman asked what the cost would be to have all CTLS employees brought up to the MEA-recommended salary threshold. Mary Kay Moran answered that with taxes and benefits it would cost about \$67,000 more than currently budgeted.
  - The Board discussed the difference between 2024 gift revenue and the 2025 gift estimates included in the budget. Mary Kay Moran shared that the predicted donation amount is a conservative estimate based on average gift revenue for the past 5 years. The Library System cannot count on an exact amount of donations. Julie Haywood commented that CTLS will have a more accurate count of total gift revenue at the end of February. Mary Kay Moran explained the difference between 415: Gifts and Donations Unrestricted and 416: Restricted Gifts. Restricted Gifts cover funds given to the Library System with a specific purpose, and can only be spent on the intended gift.
  - CTLS will not have the full 2024 figures until mid-February, so the midyear figures are on the budget. Myron Goldman added that the P&L does go up into December.
  - In response to Jessika McLaughlin's question, Mary Kay Moran explained that fundraising covers things like the Jewelry Sale, the Teen Fundraising Concert, and the Glenside book sale.
  - The 2025 MCLINC membership costs are down due to the La Mott and East Cheltenham Libraries being satellites and not branches.

- The Board discussed whether the findings in the MEA salary study had been communicated to CTLS staff. Mary Kay Moran responded that CTLS has not communicated the findings to staff beyond leadership meetings. The staff members attending leadership meetings heard that there was a study done, and 40% of staff were at a lower threshold than what was suggested by MEA.
  - **Motion:** Myron Goldman moved to approve the 2025 Budget, Jessika McLaughlin seconded the motion, and the 2025 CTLS Budget passed unanimously.
- The proposed 2025 budget is posted on the CTLS shared site along with other Board materials, but has not been sent to the Township since its original iteration. Jessika McLaughlin suggested sharing the adjusted 2025 budget with the Township, and highlighting the material changes CTLS made as a result of the flat-funding. The Board agreed to directly share the updated 2025 budget to have the changes made officially on record.

**Community Advisory Committee:** The Community Advisory Committee held its first meeting on January 14 and discussed the role between the community and the Library System. Members include individuals who applied to the open Board position and who signed up to join the Community Advisory Committee during the initial recruiting. Tim Gaudreau shared that everyone who responded attended the meeting.

Areas of interest include facilities planning, a central library, budgeting, programming, fundraising and communication about fundraising, the strategic plan and how community members can contribute to the strategic plan and getting involved and partnerships within the community. The committee will hold meetings on the second Tuesday of each month at 7:00 PM. Julie Haywood commended the attendance and engagement. Julie Haywood reminded the Board that they will need to modify the charter to change “maximum of 4 committee members” language. The Governance Committee will make the proposed amendment to the bylaws at their February meeting, and will vote to include it at the March Board Meeting.

**Board Education/Talking Points:** Mary Kay Moran explained that the CTLS administrative team are preparing to start the Annual Report to the State, due in early March. Once the end-of-year figures are ready, CTLS staff will start working on it. Mary Kay Moran will send the final report to Board upon completion.

Mary Kay Moran gave a brief presentation about the new Kanopy Streaming Service available to Cheltenham Township cardholders. Patrons can access the service through the CTLS website like Libby and Hoopla. Each cardholder has 25 tickets to use per month with the exception of kids’ programming, and each movie costs a set number of tickets. In January CTLS held a soft launch for staff to test out Kanopy, and once it is widely available in February, CTLS will do a marketing push on social media and in the branches. Kanopy costs about \$300 a month for the system, as part of the collections budget. CTLS leadership can access viewing statistics and will be able to monitor the popularity of the service.

**Public comment:** none.

**Upcoming Meetings:**

- The next Community Advisory Meeting will be held on Tuesday, February 11 at 7:00 PM
- The next External Affairs Meeting will be held on Monday, February 3 at 6:00 PM
- The next Governance Committee Meeting will be held on Tuesday, February 11 at 6:00 PM.
- The next Internal Affairs Committee Meeting will be held on Monday, February 10 at 4:00 PM.
- The next Board Meeting will be held on Wednesday, March 26 at 7:00 PM at the Glenside Free Library.

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

**There was not an executive session held.**