

## Board of Library Directors of Cheltenham Township

### May 28, 2025 Meeting Minutes

**Attendance:** Julie Haywood, Jessika McLaughlin, Jesse Gallagher, Myron Goldman, Tim Gaudreau, Mary Kay Moran (Executive Director), Nicole Lynch (Assistant Director), Maddie MacKenzie (Administrative and Communications Associate), Angela Lang (Youth Services), Laila Virgo Carter (Youth Services)

**Public Comment:** None.

**Consent Agenda:**

- a. President's Report
- b. Director's Report
- c. Statistical Report
- d. Friends Reports
- e. March 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 (Angela Lang and Laila Virgo-Carter):** See attached report.

**Commissioner's Report (Jeff Chirico):** No report; Jeff Chirico was not present at the Board Meeting.

**Public Comment:**

After a review of the CTLS Public Comment Policy, an attendee who is not a resident of Cheltenham Township who had previously commented at Library Board meetings was informed by the Board President that he could not comment since the policy stipulates that commenters must be residents.

**New Business:**

**Governance:**

- **Strategic Plan Refresh (Mary Kay Moran):**
  - Mary Kay Moran reached out to Amanda Standerfer, the consultant from Fast Forward Libraries, to inquire about the possibility of a Strategic Plan refresh. After a discussion with Mary Kay Moran, she sent a proposal and timeline for a Strategic Plan refresh, which was included in the New Business packet. Mary Kay Moran answered the Governance Committee's questions about the Strategic Plan refresh, and explained that this year would be the about the same cost per hour (~\$100 an hour). Fast Forward Libraries does offer a Spanish version of the Community Survey for an additional cost, but they do not have the ability to translate the survey into any other languages. There is an additional price to conduct individual stakeholder meetings, and Mary Kay Moran will look into the exact amount. When asked for clarification, Mary Kay Moran explained

that the stakeholder meetings would include individual Zoom interviews with community members like the Cheltenham Schools Superintendent, select Township Commissioners and members of the Friends' groups.

- Fast Forward Libraries will help us create the Community Survey with a mix of questions from the previous Strategic Plan to see if the Library System is reaching its set benchmarks and whether the community is noticing the difference. The survey will also include 'refresh questions' to help gather feedback and gauge perceptions of the Library System and where the community would like to see us go in the future. Amanda Standerfer agreed that the Strategic Plan refresh is on an ambitious, but doable timeline, and can be extended into December if necessary.
- The goal of the refresh process is to evaluate the progress that the Library System has made with the current Strategic Plan and create the next 3 or 5 year Strategic Plan. If the CTLS works with Amanda on this next plan, she would start in June. The Library System would need to assemble a planning team, which previously consisted of library leadership, staff and members of the Board. The Strategic Plan refresh is included in this year's budget. Library leadership elected to do a 3-year term for the last Strategic Plan due to the uncertainty surrounding the Township's facilities, and the possibility of a central library. Mary Kay Moran expects that there will be at least 5 years before anything happens beyond the renovation of the La Mott Community Center, which seems to be on track. The Board had hoped to be able to tie the next Strategic Plan in with the Township's facilities decisions, but given the current timeline, Mary Kay Moran recommends a 5-year plan. The Library System did a lot of foundational work with the current Strategic Plan. With these foundational steps in place, a longer plan would allow library leadership and staff time to build on those foundations. If there are unexpected changes, after year 3, the plan could be adjusted to accommodate that.
- **Board Comment:** The Board decided that costs of two days of travel for one person were reasonable. The Board emphasized the importance of individual stakeholder interviews as the Library System is currently strengthening ties with the School District. Mary Kay Moran will get pricing of stakeholder interviews and work on identifying the ideal stakeholders to interview.
- **Board Retreat Update:** At the April Governance meeting, the Committee followed up on the topics discussed at the Board retreat. The Governance Committee will make revisions on the Board Self-Assessment, and plan to send it out to the Board in September. The Governance Committee is continuing to look for professional development opportunities, including workshops and visits to other libraries. January or February will work for another mini-retreat for goal-setting and action planning.

#### **External Affairs:**

- **Advocacy Calendar Review:** Jesse Gallagher highlighted some upcoming events on the Board Advocacy Calendar, namely the Summer Reading Challenge Kickoff, Juneteenth, and a local Glenside ice cream social. Jesse Gallagher encouraged the Board to share any upcoming community events with him. The next External Affairs Meeting will take place after the Friends and the Board get together on Monday. Julie Haywood suggested that Tim Gaudreau reach out

to the Community Advisory Committee about community events, and volunteered for a shift at the table at the Juneteenth Festival.

#### **Internal Affairs:**

- **MOU Status:** Mary Kay Moran shared that Megan Hart, the Township contact with whom she has been working on the MOU, has resigned and has become a Township Manager elsewhere. Mary Kay Moran hopes that if her position is not filled, they can set time aside to discuss the MOU when she meets with the Township Manager this summer for the budget. Mary Kay Moran does not have a sense of where the Manager stands on the MOU beyond the initial conversations. Mary Kay Moran is waiting to hear back on the latest wording change about the process of financial decision-making. After the initial meeting, the Township manager added what she thought the Township would be responsible for. Next step for CTLS is to confirm consensus with the Township Manager who would then make the recommendation to the commissioners. There will be two new Township Commissioners starting this year.
  - **Board Comment:** The broken window at the East Cheltenham Library was fixed. The Board discussed building a working relationship with Bill at Parks and Recreation. The Library System was designated as not a core function of the Township. The Board is working to change that, which was another motivation behind creating the MOU.

#### **Community Advisory Committee:**

- **Legislator Visits:** Tim Gaudreau shared feedback from the legislator visits with Representative Napoleon Nelson and Senator Art Haywood. CTLS representatives presented the patron responses gathered during National Library week on posters. Julie Haywood attended the first meeting with Napoleon Nelson and shared that it was heartwarming to hear the stories shared by Lauren and Elizabeth, Community Advisory Board Members, and Natalie, a Glenside Friend and former CTLS Board member. Julie Haywood also conveyed commendations from Art Haywood about the second meeting. Tim Gaudreau thanked Nicole Lynch for explaining the goal of the meetings and encouraging the Community Advisory Committee to share their stories. Julie Haywood told the Board that Senator Haywood took a picture with the patron comment posters and the CTLS attendees. Julie Haywood will share the picture with Maddie MacKenzie, who will work on getting photo releases for the individuals pictured in order to share it on social media.

**Seasonal Branches Update:** The seasonal branches will be open through the summer. The East Cheltenham Library will have adjusted hours this year based on last season's foot traffic. The Township will be holding summer camp at the La Mott Community Center, and the La Mott Library's hours will continue to align with those of the camp. Mary Kay Moran told the Board that it was difficult year to open the seasonal branches. CTLS de-branched the La Mott and East Cheltenham Libraries from MCLINC this year, and as a result had significant challenges in setting up independent internet service and technology. Azsa Hill worked through two weekends to get the technology up and running. So far everything is in working order. Summer programming will be held at both of the community center branches. In terms of planning for next year, Mary Kay Moran is waiting on updates from the Commissioners about further opportunities for community input on the design of the La Mott Community Center.

Mary Kay Moran shared positive feedback from the Storywalk at Curtis Arboretum and will share that feedback with Bill from Parks and Rec., who helped get the approval to set up there. The Storywalk will be heading to the La Mott Community Center next, and a separate Storywalk will be set up at the children's pool at the Conklin Pool.

**Board Talking Points:** Mary Kay Moran passed out this month's one-pager to the Board. CTLS hosted the Cheltenham Township school librarians for professional development. One school librarian shared that they like Scholastic Teachables, a digital resource offered by CTLS, and they use it with their students frequently. In the fall, all of the school librarians were given a CTLS library card so they can use the digital resources. Mary Kay Moran encouraged the Board to spread the word that the Summer Reading Challenge is not just for kids! The Library System has a challenge for every age group with the option of online registration, and offers prizes for adults who participate in and complete the challenge. This month, CTLS will be spotlighting Value Line, an investment website and digital resource provided by the Library, with posters, posts and bookmarks. Value Line is consistently one of the Library System's most used, and most expensive, digital resources. CTLS Staff are learning all about the resource in order to promote it to patrons. Mary Kay Moran informed the Board that CTLS will be holding a free college essay boot camp with a professional writing coach again in June and reminded the Board to save the date for the Summer Reading Kickoff, the Juneteenth Festival and the Spelling Bee in October.

**Public comment:** none.

**Upcoming Meetings:**

- The next External Affairs Meeting will be held on Monday, June 2 at 6:00 PM.
- The next Internal Affairs Committee Meeting will be held on Monday, June 9 at 4:00 PM.
- The next Governance Committee Meeting will be held on Tuesday, June 10 at 6:00 PM.
- The next Community Advisory Meeting will be held on Tuesday, June 10 at 7:00 PM.
- The next Board Meeting will be held on Wednesday, July 23 at 7:00 PM at the East Cheltenham Free Library.

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

**The Board did not hold an executive session.**