

# Chelmsford Public Library Trustee Minutes

## January 16, 2019

**Present:** Library Director - Becky Herrmann, David Braslau, Sarah Conte, Lisa Daigle, Laura Ecker, Jillian Kenny, Maggie Marshall, Adam Schertzer

**Also Present:** John Sousa, Town Finance Director/Treasurer

**I. Meeting called to order by Jillian at 7:03 p.m.**

**II. Public Comments – None**

**III. Announcements – None**

**IV. Correspondence**

A. Jillian received a donation for the Impact Fund and gave it to Melissa to process and deposit.

**V. Approval of Minutes**

A. David motioned and Maggie seconded the motion to approve the December 12, 2018 Meeting Minutes as written. Minutes approved—one abstention due to absence.

**VI. Treasurer's/Endowment Report**

A. Lisa distributed copies of the Library Trust Fund Accounts Spreadsheet as of December 31, 2018 and an addendum to the report.

1. The total amount of all funds is \$464,785.74.

2. Lisa mentioned that the debits from the Scoboria Fund are on the addendum page.

3. Lisa said that the 18-month Endowment CD at Northern Bank expires on January 23, 2019.

B. John Sousa, Town Finance Director, distributed copies of the Library Endowment CD Rate Quotes document.

1. John discussed three different options for the Endowment CD maturing, which were putting the funds into another CD, moving the funds into a liquid account, or putting the funds into a MMDT, which is also a liquid account.

a. The Trustees reviewed the Endowment Policy to familiarize themselves with the amount of funds that can be liquid.

b. The Trustees discussed the different options and decided the wisest choice was to put the funds into a CD to lock in an interest rate since interest rates have been fluctuating recently.

c. John Sousa offered to contact Northern Bank to find out if they would meet or exceed the Lowell 5 interest rate since the CD is currently at Northern Bank.

1) David motioned and Maggie seconded the motion to renew the CD with a current balance of \$49,927.07 for a term of 24 months at either Lowell 5 Bank or Northern Bank. We will use Northern Bank if they will meet or exceed the interest rate of Lowell 5 Bank. Unanimous approval.

**VII. Friends' Report – No update – no January meeting**

**VIII. Director's Report**

A. Maggie voiced concern over the decrease in monthly and yearly Circulation at MacKay.

1. Becky explained that the number of library visitors at MacKay has increased while the amount of circulation has decreased. It could be that more people are coming to the Library because of programming but this is not translating into increased circulation.

- a. Becky hopes that the Strategic Plan Focus Groups will help in discovering more information about MacKay needs.
  - b. David recommended having staff that works at MacKay reach out to patrons that use the MacKay Branch Library and invite them to attend the Strategic Plan Focus Group so that their thoughts and opinions are included.
- 2. Becky distributed copies of the FY20 proposed budget.
- B. Becky notified the Trustees that the MacKay Mystery Group attendance is significantly low due to the aging of the group members. The Library will be working on marketing for the group to increase interest and attendance.
- C. Jillian passed along a suggestion she received from a Library patron about using space at MacKay for meeting reservations.
  - 1. The Trustees discussed this suggestion but decided that there was not any separate space at MacKay that patrons could use for meetings.
- D. Becky said that the fundraising totals on her report were incorrect. The correct fundraising total is \$20,758.22, which consists of 56 individual donors and 1 organization.
- E. David commented that the fundraising speedometer sign on the outdoor zigzag sign board is not very visible. David said that the sign is at a spot where drivers have to be extra careful watching for cars backing up and will not notice the sign as easily.
  - 1. Becky will speak with Brian and Jeff about the sign and brainstorm other ideas for the sign.
- F. Linda Prescott is consulting with the Boston office to find out if the Pop-up Library would be eligible to receive CPC Funding.
- G. Becky reported that the Town Carpenter is going to give us a steel door that will be worked on so that it fits the shed doorframe at MacKay.
- H. The carpet installer Atkinson will be coming to the Library on January 23, 2019 at 2:00 p.m. to do a walk-through of the space to plan the carpeting project.
  - 1. Becky invited the Trustees to come to the walk-through too.

#### **IX. Town group meetings – review visits**

- A. Adam and Brian attended the Historic Commission Meeting. The Historic Commission does some events that the Library might be able to help them with.
  - 1. Brian created an Impact Fund flyer to hand out during the meeting.
    - a. Becky will send the Trustees a copy of the flyer to have so that they can use it during their town group meetings.
- B. Maggie and Brian attended the Chelmsford High School Alumni Association meeting and it went well.
- C. Lisa and Vickie attended the Chelmsford Center for the Arts (CCA) meeting.
  - 1. Becky followed up with Susan Gates, Executive Director of the CCA, following the meeting that Lisa and Vickie attended.
    - a. Becky suggested adding a section on our upstairs bulletin board for Town events that the Senior Center, CCA, and other Town Groups and Departments could place flyers on. Becky also discussed using a section of our newsletter to advertise for upcoming CCA programs and other town events.
- D. Jillian and Brian will be attending the Bicycle and Pedestrian Advisory Committee Meeting tomorrow.
- E. Becky said that Sara Dempster will schedule the PTO Meetings for dates during the next few months
- F. Becky is going to work on a list for the next round of town group meetings for the Trustees to choose to attend.

#### **X. Update on fundraising, set sub-committee meeting date, and share tentative fundraising timeline**

- A. Becky distributed copies of the tentative fundraising timeline for the Trustees to review.
  - 1. Becky will have it ready for the fundraising sub-committee to review during their next meeting.

- a. The fundraising sub-committee should plan to review the document, discuss what worked, what did not work, and what the next steps should be.
- b. Jillian, Sarah, and Laura volunteered to be on the fundraising sub-committee. Jillian will contact Sarah and Laura to set-up a date for their meeting.

**XI. React Grant/One Book Chelmsford update**

- A. Becky said that the REACT Grant programs have had good attendance, which includes 30 people at the Craig Freshley presentation and 75 attendees at the Windborne Concert.
- B. Becky discussed the possibility of moving the Clint Smith evening presentation to the Library since it is less than two weeks away and only 75 people have signed up for it.
  1. The Trustees discussed the two different location options and decided it would be better to move the event to the Library.

**XII. Update on Spring Fest plans**

- A. Becky said that we will be putting together posters and tickets for Spring Fest and checked with the Trustees to confirm that they agree to keep the price the same as it was for Winter Fest last year.
  1. The Trustees agreed that the ticket price should remain the same.

**XIII. January/February Events – review who is attending what**

- A. Jillian, Adam, Laura and Maggie will be attending the Clint Smith presentation.
- B. Lisa will be attending Jen Petro-Roy’s author talk event.
- C. Sarah will attend the Take Your Child to the Library Day event.
- D. Laura will attend the Matt Heaton Concert.
- E. David recommended asking the staff that is introducing performers/presenters at events to introduce themselves, the performer, and the Trustees present. Becky will pass this information along to the Library Department Heads.

**XIV. Update on the Strategic Plan focus groups**

- A. Becky said that the attendance for the focus groups continues to grow. There are 15 people signed up for the Friends of the Library Focus Group, 16 people signed up for the Library Focus Group, and between 10-11 Town Department Heads signed up for their Focus Group.
  1. Recommendation made to put the questionnaires with exercises at MacKay for the patrons to complete.

**XV. Review trustee calendar/director evaluation timeline**

- A. Becky distributed copies of the Trustees’ Annual Calendar for review.
  1. The Trustees recommended moving the lines “Copy of Director Self-Assessment, Evaluation Instrument to Board” and “Trustees Review Library Director” from May to March so that existing Board members can be a part of the review process.
  2. The third line under the month of January should be changed from “FY17” to “current fiscal year”
  3. Melissa will make the suggested changes to the calendar and upload the edited document to the Trustee’s Google Drive.

**XVI. Review and approve the mission, vision and value statements**

- A. Becky said that the mission statement should be something that people are mindful of while they are working in the focus groups.
  1. Becky wants the new mission to be something that staff can understand and internalize.
  2. We did not have value statements before and the purpose of the value statements is to capture why we do what we do.
  3. The Trustees shared positive feedback regarding the new mission, vision, and value statements.

4. Becky will send the document that Patty is working on to the Trustees so they can see what the focus groups will be based on.
- B. David recommended editing part of the Value Statements under Something for Everyone. David recommended removing “It is important to use that” and beginning the sentence instead with “We level the playing field.”

**XVII. Clarify who will be running for trustee terms again**

- A. Lisa will not be running again for re-election and Jillian will be running for re-election.
  1. Lisa has served as a member of the Board of Library Trustees for 13 years.

**XVIII. Adjournment**

- A. Lisa motioned and the meeting was adjourned at 8:59 p.m.

Respectfully Submitted,  
*Melissa McCarthy*  
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