

# Chelmsford Public Library Trustee Minutes

## August 14, 2019

**Present:** David Braslau, Sarah Conte, Laura Ecker, Jillian Kenny, Maggie Marshall, Adam Schertzer, Katy Wood Van Dyne, Becky Herrmann, Jeffrey Hartman (ex officio)

**Absent:** None

**I. Meeting called to order by Jill at 7:01 p.m.**

**II. Public Comments – None**

**III. Announcements**

- A.** Jill announced to general acclaim that her daughter had won her division in the National Yoga Asana Championship in Virginia and would be going on to international competition in the near future.
- B.** Maggie will be absent for the September meeting
- C.** The library will be undergoing renovations the first two weeks as we replace carpet on the lower level and in the children's room. Both will result in some disruption of services and limited access to the respective collections.
- D.** Sarah announced that due to family considerations she would probably not seek reelection to the board in 2020.

**IV. Correspondence**

- A.** Katy reported that the Trustees had been solicited to renew their group membership to the American Library Association. Becky suggested that they instead make a practice of joining the Massachusetts Library Association since it would give better guidance on state programs and workshops.
- B.** The MA Board of Library Commissioners will hold a Trustee Orientation event that will be hosted here in Chelmsford on Wednesday, October 16 and it is hoped that some of our members can attend.

**V. Approval of Consent Agenda**

- A.** Maggie motioned to approve, David seconded, and the motion passed unanimously to approve the consent agenda for today's meeting

**VI. Treasurer's Endowment Report**

- A.** Adam distributed copies of the Library Trust Fund Accounts as of July 31

**VII. Friends' Report**

- A.** Maggie attended the Friends' Meeting on August 1 and found them all, particularly new members, to be engaged and thoughtful about future undertakings

- B. The Friends' book sale will take place during the weekend of September 20, and a strong turnout is expected, as donations have been voluminous and sales of books from the cart in the library have continued to be high.
- C. The book sale will continue the roll-out of marketing for the Friends' **2020 by 2020** membership drive, which will have a formal kickoff event on the weekend of October 19.
- D. Becky, Adam, and Maggie anchored a conversation about the methodology and goals of the membership drive. It was emphasized that the social component of the Friends' membership should be highlighted, rather than focusing on the possible prize for joining or the act of giving itself – particularly since patrons can give directly to the library as well. Some libraries offer perks for being members of a Friends organization, such as advanced book sale access or program registration, but our only current benefit is museum pass access for non-Chelmsford residents. Laura suggested, along with Becky, that greater communication between the Friends and Trustees could be beneficial to both parties, particularly in using the Make Your Impact slogan of the past year dovetail with the membership drive. Jill will invite Madeleine and her committee to attend the September or October Trustee meeting and Katy will attend the September Friends meeting.
- E. A special thanks is owed to the Friends since their \$15,000 gift paid for a significant portion of the pop-up library.

#### **VIII. Director's Report**

- A. Becky reports that the pop-up library has been ordered, though we're still waiting on a specific completion date. We're hoping for a late October delivery, but as David pointed out, much of the progress will depend on fabrication and delivery of parts at the manufacturer.

#### **IX. Trustee Retreat Review**

- A. The trustee retreat at MacKay in July was successful and allowed for a thoughtful review of prior and current goals and a revisiting of the models proposed by MBLC. A new framework of goals developed at the retreat adheres to this more loosely, accounting for the specific breakdown of staff and trustee responsibilities in Chelmsford.
- B. David, Jill, and Becky led a conversation of how to measure success and set metrics for accountability and evaluation that could be built into the goals for the future.
- C. Wide-ranging discussion followed as the goals were revised and fine-tuned to set language that would clearly and acceptably detail plans for the board's future engagement, particularly in terms of outreach and inclusion. **See Revised Goals attached below.**
  - i. Becky and Maggie suggested adding to G1 by including language that addressed the concern for objective metrics such as setting meeting dates and providing for action items. Maggie and Jill discussed whether the goals should be kept more broad or provide for specifics and the general consensus was that they should lean towards the former.



## **Chelmsford Public Library Trustee Goals 2019 (Revised)**

1. Continue discussion on fundraising – including annual campaign plans and future projects – and set dates for completion of milestones throughout the year.
2. Continue to represent the Board at public library events and establish baselines against which future participation can be measured.
3. Continue to advocate for the library by representing the Board and the library through outreach to town boards, committees, and other bodies and evaluating the utility of advocacy relative to these different groups and the frequency of Trustee participation in their meetings.
4. Continue to attend orientation meetings, legislative breakfasts, and other educational opportunities for library trustees.
5. Establish a timeline for determining if and when board members shall seek reelection and become more intentional about identifying and encouraging potential candidates for seeking membership on the board as needed. Ensure that the makeup of the board is balanced and representative of the library community and can provide relevant experience and expertise as needed.