



Free Library of Northampton Township

Library Board Meeting

March 14, 2024

Board Members Present: Chip Heim (President), Janet Braker (Vice President), Eleanora Rosso (Secretary), Charles Beem, Larry Blumenthal

Staff Present: Wayne Lahr (Library Director)

Citizens Present: Paula Gasper (Supervisor Liaison)

Call to Order

President called the meeting to order at 7:02 PM.

Reading of Library Mission and Vision Statement

Blumenthal read the Mission and Vision Statements.

Approval of February 2024 Minutes

The Board approved the February 2024 Meeting Minutes unanimously.

Library Director Report

- Director reached out to Chad Barger of Productive Fundraising, a consultant often hired by BCFL for training purposes to ask about industry averages for donor responses to fundraising mailings. Normal response is approx. 2% when organizations use “everyone” in their system/records for the mailing list (FLNT in 2023). At this point, 5-6 months after our Annual Appeal was mailed, we have received donation responses from 3.13% of those on the mailing list.
- Annual Appeal 2024 will consist of a much smaller mailing list consisting of more than last 4 years of donors and new card holders since October 2023.
- creativebug – online resource is being added to the library e-resources and should be available on May 1. creativebug offers teacher-taught classes for all types of crafting, daily practice guides, instructions for new learners, and tons of resources for all types of crafting activities. Our Youth Services staff will be able to use these to create and enhance programming for kids and adult crafting classes and instruction can be considered in the future. All classes and videos come with public performance rights; perfect for audience participation.
- Meeting desired goals and fulfilling Strategic Plan objectives, the library will sponsor a new Citizenship Class for the spring – Thursdays at 3:30 PM for 10 weeks beginning April 18. Like the ESL Classes, it will be taught by a volunteer from the Welcoming the Stranger non-profit.

- The director shared some thoughts about an article regarding the conceivable inclusion of some type of library “garden” to be used as a teaching space; an idea for Committee 4b to consider when planning for exterior changes.
- The director also shared a discovery he encountered while researching other companies to consider for re-branding: a library mascot at Cedar Falls Public Library. Brief discussion took place regarding whether or not this might be an interesting idea to incorporate with new branding.

FLNT Circulation Policies

The Board approved this set of policies unanimously. These policies are the same that have been in place and used by the county libraries for many years but have recently been reformatted and named as FLNT policies. These circulation policies will always parallel the ones used by other county libraries because we share patrons and an Integrated Library System (ILS).

Strategic Plan Status

- **Priority #1**
 - Met 2/15 at 7:00 PM via Zoom; all members present
 - Continued discussion of Objective #1 and a bit about #4;
 - Weeding the collection, assigning based on staff’s knowledge and interests
 - Discussed non-traditional/specialty and how staff was beginning to record and submit their own ideas via Teams; other questions arose regarding maintaining these specialty items, liability for library, space needs for storage, costs, training for staff, etc.
 - For interested individuals, please visit EVLD.org and explore their webpage dedicated to Library of Things (Eagle Valley library District)
 - Brief discussion about staff training and closing for a day; what types of training may be most beneficial;
 - Next Meeting: Thursday, March 21 @ 6:00 PM via Zoom
- **Priority #2**
 - No initial meeting or scheduled meeting
- **Priority #3**
 - Met 2/29 at 9:00 AM at library; all current members present
 - Larry and Jessica met in early February to discuss needed work and priorities for rebranding discussion
 - Our focus is on branding for now; a need for a draft Creative Brief was discussed; Jessica said she would choose one of the templates that had been explored and begin completing the details;
 - Once Brief is completed, we will narrow down options of companies/consultants with whom to work
 - Still collecting ideas and posting to Pinterest
 - The director has been seeking additional companies/consultants to add to the list based on references from other libraries
 - Next Meeting: Thursday, March 28 @ 9:00 AM at library
- **Priority #4a**
 - Met 2/12 at Noon at library; Rosso, Freundel, Lahr, Elko, Kiker, and Ladden were in attendance
 - Focused on youth services, specifically younger children and mid-aged children groups
 - Discussing 3 distinct areas of design and space for ages 0-5, K-6, and 7-12th grades
 - Feb meeting – documented higher level detail requirements for teen space
 - March meeting – documented higher level detail requirements for other 2 age groups
 - Target is to develop a Building Program Statement by end of April to allow the director to further reach out to library interior design consultants to inquire about what additional information is needed to engage their services

- Focus of next meeting – discussing remaining spaces in library including circ and reference desks, periodical and adult print book and A/V stacks, seating areas, meeting space, Archives space, Friends’ book sale space, and restrooms
- Next Meeting: Monday, April 11 @ Noon at library
- Priority #4b
 - Met 2/22 at 11:30 AM in library and then outside on library grounds; attended by Wert, Gasper, Lahr, Braker, Chase, and landscape designer, Chuck Strodoski, YSM Landscape Architects
 - Initial background about future planning of township owned space surrounding the library from a township perspective
 - Discussed specific ideas of required items to be incorporated in any plans for the grounds outside the library
 - Walking tour of grounds initially discussed inside
 - Discussed possible separate area for children focus and for possible garden inclusion
 - Discussed potential timeline for budget considerations to be discussed prior to 2025 Budget planning; end of April to early May for initial plans on paper; meeting to fine tune ideas and then another plan proposal due end of August to early September with associated cost guesstimates
 - Next Meeting: end of April to early May, TBD

Public Comment

For the Good of the Order / Miscellaneous

- Discussion took place regarding changing Library Board meeting times for 2025, to 6:30 PM
- Gasper informed us the library would be recognized by the Board of Supervisors in honor of National Library Week at the March meeting, 7:00 PM
- Gasper also shared information regarding a Town Hall event on March 18 for Veterans at the township administration building, 7:00 PM

Adjournment

Meeting was adjourned at 8:34.

Respectfully submitted,

Eleanora Rosso (Secretary)

Date