



Free Library of Northampton Township

Library Board Meeting

June 12, 2025

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

Staff Present: Wayne Lahr (Library Director)

Citizens Present: none

Call to Order

President called the meeting to order at 6:33 PM.

Reading of Library Mission and Vision Statement

Braker read the Mission and Vision Statements.

Approval of May 2025 Minutes

The Board approved the May 2025 Minutes unanimously.

Library Director Report

- The Director distributed his monthly report in advance of the meeting. There were no questions or discussion.
- FLNT has been designated a Family Search Affiliate Library. We are the only public library with that designation in Bucks County. We are the only public library with this designation in all of SE PA. The next closest public library is located in western Berks County and none north of us in Lehigh or Northampton Counties.
- Northampton Day is Sunday, 9/14 from 10-4; Board member volunteers are requested;
- Branding Activation:
 - The Director showed us what the new letterhead will look like, examples of designs for library cards, bookmarks, t-shirt design from Kampus Klothes, a tent and tablecloths for community outreach and a wall mural to be located in the hallway to the Community Room. The mural is to be painted by the community for Sumer Quest Kickoff on 6/21 but will incorporate the new brand colors in the flowers.
- Bucks County Library District is planning to host a Leadership Retreat on Saturday, 10/4, for Library Directors and Board Members. More information will be forthcoming.

Strategic Plan Status

- Priority #1 – Build a Culture of Learning

- The Director saw an example of a wall display for Library of Things that he will share. Worth considering for FLNT.
- Priority #2 – Community Partnerships
 - The Director attended the Northampton Business & Professional Association meeting on Wednesday, June 4 at the Country Club. Notable conversations took place with “Mike”, the owner of McDonalds in Richboro; Joseph Lombardo, candidate for Township Supervisor and regular library user; Deb Moskovitz, Director of Coalition for Healthy Youth, regular users of our meeting spaces; and Viki Shikhvarger, owner of Travelin’ Tom’s Coffee Truck who will be on-site for the Summer Quest Kick-off Party;
- Priority #3 – Effective Communication
 - We met with Library Siteworks on 5/7 where they discussed current usage of existing website as well as the analysis from a survey completed by 432 users. Based on the feedback, they proposed changes to the sitemap. We responded on 6/4.
 - On 5/29, Siteworks met with us to present 2 concepts for the new homepage design. The committee provided feedback on 6/2.
 - On 6/9, Siteworks provided us with an updated homepage design for additional feedback which was provided by EOD, 6/11.
 - After homepage is approved, they will move on to created remainder of website.
 - There was some discussion on how to launch the new brand and website. Target date is late August, early September. Blumenthal and Freundel have created some groundwork ideas for launching both and website. This will be developed further with Board communications/updates via email over the summer.
- Priority #4 – Contemporary Facilities (Interior and Exterior)
 - We met with OPN on 5/23. They provided updated floor plan designs and a 3-D rendering of the floor plan. We discussed modifications that would be needed. The final planned onsite visit is scheduled for 7/9.
 - OPN met with the library director and staff participants on the committee to review an updated 3-D design. They were very pleased with what they saw; full committee will view it on 7/9.
- Discussion of branding implementation:
 - Ideas on how to activate the brand within the building are being gathered.

Approval of Library Policies

- FLNT Privacy: Approved unanimously
- FLNT Use of Patron Data for Library Advancement: Approved unanimously

Public Comment

None

For the Good of the Order / Miscellaneous

None

Adjournment:

Meeting was adjourned at 7:54 PM.

Respectfully submitted,

Eleanora K. Rosso

Eleanora Rosso (Secretary)

6/12/25

Date