

**CRANFORD PUBLIC LIBRARY BOARD OF TRUSTEES**  
**REGULAR MEETING – January 25, 2017**

The regular meeting of the Cranford Public Library Board of Trustees was called to order by Board President, Pat Pavlak, at 7:15 PM in the Cranford Library.

**Present:**

Trustees: Pat Pavlak, Andrea Van Bergen, Arline McCloskey, Judy Panagakos, Marge Shackell, Joe Starkey, Susan Burke  
Staff: John Malar, Judy Klimowicz  
Absent: Ann Darby, Dr. Wayne Hayes, Deputy Mayor Patrick Giblin

**Open Public Meeting Announcement:**

President, Pat Pavlak, stated that the requirements of the New Jersey Open Public Meeting Law had been satisfied by the notification of the *SUBURBAN NEWS*, *THE UNION COUNTY LOCAL SOURCE*, the *WESTFIELD LEADER*, and the office of the Township Clerk of the date, time and place of the meeting and by posting the same information in the Cranford Public Library.

**Minutes of the Previous Meeting:**

A motion was made by Andrea to accept the minutes of the previous regular meeting. The motion was seconded by Judy. Members of the board that were present all voted yes to accept the minutes as presented.

**COMMUNICATIONS:**

None.

**PRESIDENT'S REPORT**

Pat thanked Marge for her tenure as recording secretary. Susan Burke was welcomed as a new member of the Board and all members present introduced themselves.

**DIRECTOR'S REPORT:**

Circulation (Chart 1):

John reported that average daily circulation in December 2016 was slightly higher than in December 2015, but, because we were open one day less in 2016 than in 2015, total circulation was down slightly. It appears that total circulation for 2016 will be 242,169, which is an increase of 14,616 over 2015, and increase of 6.4%.

Sessions, Searches, Retrievals/Views (Chart 2):

Sessions were up and down depending on the resource. However, total sessions across all the resources were up. The number of PebbleGo and PebbleGo Next sessions were down considerably, as were public Internet sessions. On the plus side, Cranford Archive sessions were up considerably, as were the number of WiFi sessions.

Searches

The total number of searches was also up. The only resource that saw a decrease was HeritageQuest. The largest increases in the number of searches were with respect to the Cranford Archive and the Historical New York Times.

#### Retrievals/Views

The total number of views was also up, largely because of the increase in the number of views of the Cranford Archive. Otherwise, there were a number of fairly big fall-offs with respect to some of the resources. HeritageQuest went from 159 to 28, PebbleGo Next went from 109 to 0, and TumbleBook went from 171 to 72.

#### Social Media (Chart 3)

##### eLibraryNJ

The number of unique patrons who used eLibraryNJ in December increased from 173 to 191. The number of eLibraryNJ checkouts was up by 64 items in 2016.

For the year eLibraryNJ circulation was 8,188 compared to 7313 in 2015. (12% increase over 2015).

##### Library Web Page

Our new library Web page went live in December. The average number of visits per day to the main page was 157 and other pages on the site were viewed an average of 403 times per day.

##### Constant Contact

When Friends of the Library renewal notices were sent out in late December, people were offered the opportunity to sign up for Constant Contact. So far, 51 people took the offer.

All the social media outlets continue to grow. Facebook followers went from 707 to 1,545. Instagram followers went from 229 to 408. Twitter followers went from 196 to 284.

##### Finance:

In regard to the 2017 budget, John is waiting for numbers on fringe benefit and health costs as requested to the Township Finance Department

##### Programs

Since the last board meeting:

- Friends of the Cranford Public Library used book sale, January 4 to 7
- Literary Café on January 7
- foreign film on January 9
- local poets program on January 14
- adult winter reading program began on January 17
- smoking cessation workshop on January 18

- Theater Project play reading on January 21
- Readers' Forum on January 23

Coming up:

- Re-MemberThen doo wop group on January 30
- Literary Café on February 4
- Foreign film screenings on February 13
- “The Sixties: The British Invasion” on February 15 and “The Sixties: The American Pop/Rock Era” on February 23
- Theater Project play reading on February 18

### **Other Business:**

Construction Bond Legislation:

John asked Deputy Mayor Giblin to put onto the town meeting agenda a request to pass resolutions that support the Library Construction Bond Legislation and Deputy Mayor informed me that he would do so.

Board Directory:

Contact information for the members of the Board of Trustees was reviewed.

Hoopla:

John explained Hoopla, which provides library cardholders access to a half a million (growing) music, movies, television, audiobooks, e-books, comics and allows them to stream or download digital content for free with their library card. The library pays a \$3,000 down payment and there is a nominal fee per item borrowed. It is estimated the cost will be \$4,500 per year. County library directors have discussed this product and suggest that a patron is limited to 5 items per month. In order to pay for the service First Research and Hoover's (\$3,200) and Learning Express (\$1,920) will be dropped. John is impressed with the seamless use and recommends subscribing to the service. After general discussion, Pat recommended that John purchase Hoopla for the use of our library patrons.

### **TREASURER'S REPORT:**

Judy reported that she had reviewed the bills and all were in order. Andrea made a motion to approve the bills. The motion was seconded by Joe. All board members present voted yes to accept the bills as presented.

### **COMMITTEE REPORTS:**

#### **Finance:**

None.

#### **Building & Grounds:**

- Front door lock problem – The locksmith should be here next Tuesday to fix the lock.
- The sump pump in the south side stairwell failed, so we replaced it.
- It appears another car smashed into the back fence. The Public Works Department has been asked to repair it.

- Public Works says they will repair the hole in the pavement located by the storm drain at the rear of the library

**Personnel:**

None.

**Grants & Gifts:**

Jerry and Ann Paradiso donated \$100 to the library in honor of the 85<sup>th</sup> birthday of Mildred Lubas, a member of their book club.

**Liaison to the Friends of the Library:**

The Friends had a record-setting sale in early January. They approved John's two requests for a museum pass renewal and program request. Other requests from late 2016 were also granted.

**Policy:**

See unfinished business

**Public Relations:**

No report

**Long Range Planning:**

No report

**UNFINISHED BUSINESS:**

John gave out the first draft of the proposed employee handbook and went over notes sent by Wayne. Trustee members were asked to read over the document and send any feedback to Wayne. A meeting date will be announced to finalize the handbook. Wayne suggests showing a preview copy of the handbook to the staff. Pat commended Wayne and John for their work.

**NEW BUSINESS:**

Closings & Holidays schedule were distributed. Judy made a motion to accept proposed calendar. The motion was seconded by Andrea.

**ADJOURNMENT:**

Andrea made a motion to adjourn. The motion was seconded by Joe. All board members present voted yes. The meeting was adjourned at 8:00 PM.

Respectfully submitted,

*Arline McCloskey*

Arline McCloskey  
Secretary

**NOTE CHANGE OF DAY AND PLACE:**

The next regular meeting of the Cranford Public Library Board of Trustees will be held on **Thursday, February 23, 2017 in the Cranford Community Center.**