

CRANFORD PUBLIC LIBRARY BOARD OF TRUSTEES
REGULAR MEETING – Thursday, March 23, 2017

The regular meeting of the Cranford Public Library Board of Trustees was called to order by Board President, Pat Pavlak, at 7:05 PM in the Cranford Community Center

Present:

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

Open Public Meeting Announcement:

President, Patricia 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 Judy to accept the minutes of the previous regular meeting. The motion was seconded by Wayne. Members of the board that were present all voted yes to accept the minutes as presented. A motion was made by Andrea to accept the minutes of the closed session portion of the previous meeting. It was seconded by Wayne.

COMMUNICATIONS:

None.

PRESIDENT'S REPORT

Pat thanked Ann and Arline for attending the New Jersey Library Trustee Association Meeting on March 13, 2017 at the Cranford Community Center. The trustees attending each received 2 hours of professional development. Certificates of attendance were given to John.

The township office will email to all trustee members a financial disclosure statement which must be completed and returned by the end of April.

DIRECTOR'S REPORT:

Chart 1 – Circulation

Average daily circulation was down in all three departments. The library was open two fewer days in February 2017 than in February 2016. The combination of those two factors led to a rather large drop in circulation.

Chart 2 – Sessions, Searches & Views

Sessions

Overall, the number of sessions was up.

There were large increases in the number of sessions on the Cranford Archive, the Historical New York Times, and the library's Wi-Fi network.

On the down side, were the number of Fable Learning, PebbleGo, PebbleGo Next, and public Internet sessions.

Searches

Searches were up overall.

There were large increases in the number of searches of America's News, the Cranford Archive, HeritageQuest, and the Historical New York Times. The number of EBSCOhost searches was down considerably.

Retrievals/Views

Overall, the number of views was up, with large increases in views of the Cranford Archive, EBSCOhost, HeritageQuest, and the Historical New York Times.

Chart 3 – Misc. Categories, Social Media, and Email Services

eLibraryNJ

At last month's meeting, John reported the number of eligible users in January 2016 as 7,626 and the number of eligible users in January 2017 as 6,770, which would have meant a loss of 856 patrons. The 2016 figure was incorrect. It should be 6,431.

For February 2017, the number of unique users increased from 208 to 213.

The percentage of eligible patrons using the service decreased slightly, largely because there were 245 more eligible patrons in February 2017.

The number of checkouts went from 662 to 660.

hoopla

hoopla was introduced on February 17, so the February report covers just 12 days.

As of February 28, 100 patrons signed up, 72 of whom were active.

The number of eligible patrons includes children, so it is larger number than the number of patrons eligible to use eLibraryNJ, which does not include children.

139 items were borrowed: 39 audiobooks, 31 ebooks, 26 movies, 20 music albums, 18 comics, and 5 television shows.

That cost the library \$273.31, or an average of \$1.97 per item.

Currently, the average monthly cost to the library will be \$650.17, which works out to \$7,802.04 per year. hoopla told us to expect about \$4,500 per year. John wants to wait and see if usage falls off once the novelty of the service wears off.

Another interesting statistic is the number of patrons who reached their loan limit, which is 5. In February, 3 patrons reached their limit.

Other:

John recapped the programs that had been held since our last meeting. He also gave an overview of the programs that will be coming up.

John reported that there was an encounter between a minor and man witnessed by a desk assistant. According to the library employee it did not seem inappropriate but the boy left the library and told his mother about the encounter who then filed a police report. Police requested the name of the patron involved but were informed of the library policy of patron privacy unless issued with a subpoena. The library employee who saw the encounter agreed to be named as a witness. John reported the police were respectful of the policy and behaved in a professional manner.

TREASURER'S REPORT:

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

COMMITTEE REPORTS:

Finance:

None

Building & Grounds:

None

Personnel:

Joe will set a meeting date with John regarding his annual review.

Both promotions discussed at the February meeting were processed and have gone into effect. Madelena Santore was hired as the new Young Adult/Reference Librarian. She will begin her position on April 5. John gave trustees a copy of her resume and cover letter.

Grants & Gifts:

A patron named Anim Duffour, who lives in Roselle, but uses our library frequently, donated five large planters to the library. Two will be used to repot plants that have overgrown their containers. Halem Rahal, a desk assistant, will fill one with a plant and The Garden Club of Cranford will put plants in the remaining two.

Liaison to the Friends of the Library:

Andrea reported that the March book sale yielded \$6,000. Books unsalable were donated to charity. Their annual scholarship is being publicized. They will hold a dinner at the Deutscher Club of Clark on Thursday, April 20. The Friends approved 3 library programs and renewed one museum pass.

Policy:

See unfinished business

Public Relations:

John provided all board members with a list of newspapers and online sites where recent library publicity had appeared.

Long Range Planning:

None

UNFINISHED BUSINESS:

Wayne displayed the revised Staff Handbook to the board. John and Wayne presented the handbook to the library staff at their March staff meeting. The staff had no concerns with the proposed document. Wayne gave John the Handbook for the final additions. Wayne suggested that a handbook be created for nonunion managerial staff. Pat thanked Wayne and John for their efforts.

NEW BUSINESS:

John received a request from Erlinda Carter of The Baby Box Co regarding a safe sleep initiative they are launching for new parents in New Jersey where they are donating free Baby Boxes in conjunction with an online parenting education program. Baby Boxes serve as a safe sleep space for infants up to 6 months of age on average and come with resources to support new parents during the postpartum period. They are working with the Department of Health, Cooper Hospital, the Southern New Jersey Perinatal Cooperative and the SIDS Center of New Jersey to make Baby Boxes available to every expectant mother in New Jersey starting last January 26th. However, in order to make the program accessible to everyone, they are currently looking for organizations which might be interested in distributing these Baby Boxes.

The board was in agreement to pursue this innovative project. John will check with our attorney/The Baby Box Co. regarding any liability factors.

ADJOURNMENT:

Judy made a motion to adjourn. The motion was seconded by Ann. The meeting was adjourned at 8:10 PM.

Respectfully submitted,

Arline McCloskey

Arline McCloskey
Secretary

The next regular meeting of the Cranford Public Library Board of Trustees will be held on Thursday, April 27, 2017 in the Cranford Community Center