

**White Plains Public Library Board of Trustees
Minutes of Regular Meeting
January 9, 2019**

Call to Order

The regular meeting of the Library Board of Trustees was called to order at 7:04 p.m. by President Denise Matthews-Serra. In attendance were Trustees Barrera, Furth, Matthews-Serra, Schwarz and Summers. Also in attendance were Library Director Brian Kenney, Foundation Executive Director Nancy Rubini and Assistant Library Director Kathy Degyansky and Debbie Hand, Assistant Superintendent for Curriculum & Instruction for Dr. Ricca. Not present: Trustees D'Ambrosio, Haynes, Ricca and Scherer. Invited Guests: Kristen Thornton- De Stafeno, Marketing Librarian and Ryan Jackson, I/T Technician

President Matthews-Serra named Trustee Summers as Pro-tem Secretary for this meeting.

Minutes of Regular Meeting of November 14, 2018

The minutes of the regular meeting of November 14, 2018 were approved on a MOTION by Trustee Schwarz, seconded by Trustee Furth. All were in favor.

Budget

The City Revenue & Expenditure Budget by Department, as of December 31, 2018, was reviewed and Library Director Kenney reported the Library had nothing unusual in the budget.

Bills: 2018-2019 Budget: Claims #9, #10, and #11

Trustee Furth reviewed the bills prior to the meeting and found them to be in order. On a MOTION by Trustee Furth, seconded by Schwarz, approval was granted for payment of claim lists #9, #10 and #11.

Reports of Library Administration

A board member asked Assistant Director Degyansky about the attendance at the Driver's Licenses for Undocumented Residents program mentioned in her report, and Ms. Degyansky responded that there was quite a crowd for the event and many people had to be turned away.

Library Director Kenney reported that the Edge Anniversary, held on December 14th, which celebrated the fifth anniversary of the Edge was very successful with 40 teens attending the event.

Mr. Kenney noted that the Library's online newsletter had 11,000 subscribers.

Trustee Reports & Business

WLS – Trustee Furth reported that no meeting was held.

Friends – Library Director Kenney said the Friends did not meet this month.

Foundation -- Executive Director Nancy Rubini circulated her report and stated that this was the first time the newsletter was used as part of marketing the annual appeal. Nancy has completed the year-end appeal, submitted grant reports and has been preparing for their annual audit.

Ongoing Business

Library Director Kenney stated it was not on the agenda but distributed an email from DPW Deputy Commissioner Carr that described the status of the work being done to complete the vestibule construction.

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Mr. Kenney commented on Librarian Baird's statistical highlight report which showed that Circulation was up 10% and that we have been very successful in circulating ebooks because of the combined collection with WLS. Museum passes were also up as well as Hotspots. A board member stated that the Morgan Library and Museum had great programs and wondered if we would be able to get passes. Library Director Kenney responded he would look into it.

Mr. Kenney described NEA Big Read and the progress that had been made in reducing the number of titles from 30 to three. Library Director Kenney stated that there would be a meeting next Wednesday at 2 p.m. to pick a title and submit the NEA Big Read Application.

Library Director Kenney remarked that the 2019/2020 Budget was due to City Hall by February 1 before our next Board Meeting. Mr. Kenney stated that adjustments can be made to the budget after the Board reviews it at the next meeting.

New Business

On a MOTION by Trustee Furth, seconded by Trustee Summers, Personnel Additions and Deletions from Payroll from October 1-December 1, 2018 were approved.

Library Director Kenney informed the Board that the Library will be honored by the League of Women Voters and receive its Civic Engagement Award in recognition for all the work the Library does for the community. The award will be presented at the League of Women Voters Spring Event on March 3.

Mr. Kenney reported that Molly Ahearns, a marketing consultant, was contracted by WLS to help five libraries in the County with marketing. Librarian Thornton-De Stafeno presented the marketing initiatives and I/T Tech Jackson reported on the website changes that were the outcome of the initiative. The highlights included changes to the logo to make it more consistent, clarity of content, clarity of audience and templates for flyers, press releases, social media and websites. Ms. Thornton-De Stafeno noted that Instagram showed the most growth and the average open rate on the newsletter was 22-25% which was above the industry average. Mr. Jackson demonstrated the website changes that included: combining five individual sites (Trove, Edge) into one site, linking duplicate content to more pages and sites now have statistics. The Board thanked the staff for their presentation.

President Matthews-Serra remarked that at a previous meeting committees would be formed so that the Trustees would become more engaged. She said a nominating committee had been formed with Trustees Barrera and Furth and they would report a slate of officers at the annual meeting. President Matthews-Serra reported that the following policy review committees had been established to review the most outdated policies: American Disabilities Act (Trustee Haynes and Assistant Director Degyansky), Exhibits and Displays (Trustees Furth and Summers, Library Director Kenney and Assistant Library Director Degyansky) Memo of Understanding for Community Media (Trustee D'Ambrosio, Scherer and Schwarz).

Library Director Kenney informed the Board that Café would be closed on Sundays beginning January 20th due to low traffic and may open in the summer after construction has been completed. Mr. Kenney said the space would be open on Sundays to purchase books at the Circulation desk.

Adjournment

There being no more business before the Board, the meeting was adjourned at 8:10 p.m. on a MOTION by Trustee Summers, seconded by Trustee Furth. All were in favor.

Elaine Summers, Pro-tem Secretary
Library Board of Trustees