**THE FREE LIBRARY OF NEW HOPE SOLEBURY**

**Board of Trustees Meeting Minutes – DRAFT**

**June 26th, 2024**

In attendance: Stacy Smith, President; Julia Klossner, Vice President; Secretary, Joanne Reszka; Sam Pharo, Executive Director; Board members: Deirdre Alderfer; Lauren Mauro Mellon; Lisa Menz; Shereen White. On Zoom: John Schuster, Treasurer. Excused: Christopher Whitney. Also attending: Pamm Kerr (Friends of the Library)

1. **CALL TO ORDER** – Stacy Smith

The meeting was called to order by Stacy at 5:19 p.m.

1. **MOTION TO ACCEPT MINUTES** – Stacy Smith

**MOTION** to accept the minutes of the meeting by Shereen White. **SECONDED** by Lauren Mauro Mellon. **APPROVED** by all.

1. **FRIENDS’ REPORT** – Pamm Kerr

Kristin has asked for Book Sale volunteers for any weekend this summer. Pamm is looking for contributors to the New Hope themed FOL book to be published in the Fall. Any literary contributions gratefully received. Stacy thanked and congratulated the FOL on their participation in the Pride parade.

1. **FINANCE REPORT** – John Schuster
2. **Operations**

**Income Statement:**

Excluding investment activity, May revenues totaled approximately $41,500. May revenues are primarily attributable to a contribution from New Hope of approximately $32,250, and individual contributions of approximately $8,100. Proceeds from the Breakfast fundraiser are expected to be approximately $930, of which approximately $600 was recorded in May. May expenses were approximately $24,700. There were no significant unbudgeted expenses in May. We are approximately $5,000 behind budget for books and other material.

**Balance sheet:** Cash on hand of $168,398 increased approximately $18,000 at the end of May and provides expense coverage for approximately 7 months. Net worth was approximately $2.7 million as of May 31, 2024. The net worth calculation does include the value of the investment portfolio.

1. **Investments:**

The unrestricted endowment balance at the end of May was $1,628,134. The Vanguard stock and bond funds increased in May and have increased 6% since January 1, 2024. The Library’s Vanguard portfolio of four stock and bond index funds is designed to produce solid returns over time, rather than react to short-term market movements. The restricted endowment balance was $132,278 at the end of May. The restricted endowment fund is invested in the same Vanguard stock and bond funds as the unrestricted endowment fund, so it has had a similar overall experience as the unrestricted endowment fund. The non-endowment general fund balance was $37,372 at the end of May 2024.

After SOFA, general contributions, SOFA, etc. we are on a par with last year. Expenses came in at $500 which is much lower than mailed.

The report was accepted by the Board.

**Other matters – Budget**

Prior to the meeting, John sent the Board a comparison summary of the last two years’ results and the 2024 budget to clarify the rise in the budget shortfall.  We are receiving a little less money from Solebury; $125,000 down from $130,000.  The Library had some unusual expenses in 2023 (Director search and art appraisal) and also in 2024.  In 2023 we received $11,000 in programming grants - including $5,000 from the FOL and $5,000 from a donor for the Summer Reading Program; this year the grant will be $5,000 from the FOL.   In creating the budget for 2024 we budgeted for a decrease in Fundraising as we did not know how the virtual SOFA campaign would do.  We also budgeted a smaller amount for Fundraising Events as we had not at that time decided to proceed with the Spelling Bee; the revenues from both those items should be higher.  Thus, the deficit should come down, based on fundraising and events.

1. **DIRECTOR’S REPORT** – Sam Pharo

* Patricia and I visited the UES to present Summer Reading and the new weekly programs to two 3rd grade classes. Another two classes came on 5/30 and we presented the various programs on offer for the summer and on a weekly basis.
* We marched in the Pride Parade on May 18th alongside Emily Drabinski, the ALA President!
* Roxey Ballet was also on 5/18, but attendance was impacted by the unexpected closure of Bridge St. by the McDonalds.
* The public printer broke unexpectedly (toner explosion); a new one was ordered from Staples and a request for reimbursement sent to the Friends who will consider it at their next meeting. *Update: The Friends approved the request and paid for the printer.*
* The front door latch broke and was fixed by Holicong.
* We’re talking to Representative Tim Brennan’s office about switching their monthly visits from New Hope Borough to the Library. They currently use the Borough’s community room. *Update: Rep. Brennan’s office is switching to the library beginning September 10th. They will be coming the 2nd Tuesday of every month to provide services.*
* Cultural Landscapes came on 5/30 to evaluate the stroller path idea; Jared will research impervious surface questions and get back to us. Bluestone was coming on Friday 5/31 for the same but will be rescheduled.
* The power washing took place on Sunday, June 15th; the pavers especially came out well.
* I approached McCaffrey’s about hosting a table – it will be on July 24th from 3-5 p.m. Sam can even issue new Library cards off-site at McCaffrey’s.
* The O wow cow Dine and Donate event is June 28th from 4-8pm. We’re allowed to decorate the space and highlight the library.
* The collection is being weeded aggressively to create display space. We began a Used Book cart that is stationed near the front entrance, with a suggested donation of $1.00. This was done in consultation with the Friends of the Library, who are also receiving many discarded items for their ongoing sale. Feedback has been generally quite positive. John asked about the criteria for weeding books from the collection. Sam stated that fiction (not classics) are based on circulation numbers; non-fiction is more distinctive, but partially based on circulation numbers.
* All three weekly programs are seeing attendance. We expect to start a Pokemon club as well, based around available cheaper cards that players can look through and use for trading.
* The Adult Summer Reading program kicked off with the dulcimer program on Saturday, June 22nd. The Adult SLP is based around reading and submitting brief reviews on tickets, which will be used later to draw for prizes, including various gift cards and a grand prize basket. Only 8 people attended and Sam is reviewing whether to offer summer weekend programs as it seems people may be out of town.
* The NHS Celebrity Reader today was Jennifer Whyte; there were 26 attendees.
* Sam needs Legos for a new Lego club. There was discussion around the best time and day for such a club.
* The door counter numbers are listed on Eric’s statistics report.
* Dana Barber, from the Bristol Library, will be the new CEO of BCFL.

1. **PRESIDENT’S REPORT –** Stacy Smith

Stacey reported that Sam, Joanne and Stacy had a good meeting with Hanna Howe, the Solebury Township Supervisor liaison. Many subjects were covered including finances, Library services and programs, history around the Library and the Township.

1. **PROPERTY** – Lisa Menz

Lisa brought in milkweed plants for the Library Garden. A future seed/plant cuttings table was discussed; Sam ran one in his past position.

1. **MARKETING & DEVELOPMENT** – Julia Klossner

2023 SOFA raised $14,800 through a hard cover mailing; the 2024 virtual campaign raised $13,800 so far, but we saved $4800 in printing etc. expenses. Therefore, the virtual campaign was successful. Julia suggested continuing with a hard mailing for the Fall 2024 NOFA campaign and maybe changing it up for future years. A couple of people reported not seeing the virtual campaign. A question was asked as to whether the database could handle an opt out list for email upon patron request. Julia will work out the list for donor thank you letters and send them to Board members.

Stacy said she had been advised that individual hand-written letters to potential wealthy donors worked well for other organizations. Joanne mentioned a 2018 marketing campaign, that came out of the 2108 retreat, and focused on different wealth categories. The Board discussed this topic.

1. **FUNDRAISING**

Spelling Bee: Deirdre reported that the Emcees are confirmed. Sponsorships currently stand at $3000 – McCaffrey’s, Golden Blossom Honey, RBC, Addison-Wolfe and the Usatin Family. The White Family offered a donation of $500 also. Deirdre and Joanne will reach out to other potential sponsors recommended by Board members.

Teams – there are 3 teams registered and more potential teams in the offing. Kara is reaching out to teams from the last Bee. Shereen presented a $200 Bee donation from the New Hope Cleaners.

Alphabet sponsors: Alphabet letters are “for sale” for $50. These are a good opportunity for patrons, friends, and small businesses to donate towards the Bee. Check with Joanne before selling a letter to see if it is still available. Joanne sends an alphabet letter and thank you to each donor.

Fox and Hound: the fundraiser raised $930 and was a lovely community event. Thank you to Lisa and her staff. Board members will send a thank you to people that they know who attended the event. Lisa stated that we could have used more lead time to sell tickets; 21 tickets sold and there was one walk-in.

O wow cow fundraiser – Friday, June 28th, 4-8 p.m. Sam will staff a table. Christopher and Stacy will be there. Following on from the ice-cream fundraiser, Stacy noticed that OddBirds Beer, Stockton offers a fundraising night. It was suggested we try for a fundraiser in August; maybe Thursday, August 22nd. Shereen will reach out.

Joanne reported on a potential fundraiser shared by the Montclair Library Foundation for a trivia night. Montclair provided a Powerpoint of all the trivia questions. We would need to find a local event space; offer drinks and food which could possibly be donated; prizes for winners. We could obtain event sponsors. Joanne will give all the details and materials to Stacy for safekeeping. The Board suggested holding the event in the spring.

1. **GOVERNANCE** – Shereen White and Christopher Whitney

The bylaws need further discussion and thought. Discussion was tabled until a later date.

1. **OLD BUSINESS –** There was no old business.
2. **MOTION TO ADJOURN**

**MOTION** by Julia Klossner to adjourn at 6:19 p.m. **SECONDED** by Shereen White. **APPROVED** by all.

Next meeting: There is no meeting in July. The next meeting will be August 21st, 2024, in person and via Zoom.

Respectfully submitted,

Joanne Reszka, Secretary

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **June 2024 Prior Years Comparison** | |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  | **Circulation** | **Circulation** | **Circulation** |  |  | **Total** |  |
|  | **Adult** | **Child** | **Young Adult** | **Online Renewals** | **E-Circulation\*** | **Circulation** |  |
| **2020** | 489 | 202 | 35 | 50 | 2177 | 2953 |  |
| **2021** | 1733 | 1339 | 67 | 709 | 1455 | 5303 |  |
| **2022** | 1291 | 1701 | 68 | 749 | 1406 | 5215 |  |
| **2023** | 1313 | 1697 | 39 | 970 | 1610 | 5629 |  |
| **2024** | 1259 | 1346 | 40 | 905 | 1920 | 5470 |  |
|  |  |  |  |  |  |  |  |
| **23/24 Change** | -54 | -351 | 1 | -65 | 310 | -159 |  |
|  | -4.11% | -20.68% | 2.56% | -6.70% | 19.25% | -2.82% |  |
|  |  |  |  |  |  |  |  |
|  | **Circulation** | **Circulation** | **Circulation** | **Circulation** |  |  |  |
|  | **to New Hope** | **to Solebury** | **Out of State** | **Other** | **E-Resources\*\*** | **New Users** | **Door Count** |
| **2020** | 201 | 360 | 13 | 221 | 839 | 6 | n/a |
| **2021** | 872 | 1890 | 41 | 992 | 2887 | 18 | n/a |
| **2022** |  |  |  |  | 4312 | 43 | n/a |
| **2023** | 668 | 1215 | 106 | 1327 | 5031 | 56 | n/a |
| **2024** | 713 | 1650 | 43 | 1144 | 1964 | 41 | 3035 |
|  |  |  |  |  |  |  |  |
| **23/24 Change** | 45 | 435 | -63 | -183 | -3067 | -15 | #VALUE! |
|  | 6.74% | 35.80% | -59.43% | -13.79% | -60.96% | -26.79% | #VALUE! |
|  |  |  |  |  |  |  |  |
|  | **Holds** | **Holds** | **Ratio** | **Wireless** | **Computer** | **Computer** | **Computer** |
|  | **Outgoing** | **Incoming** | **Holds Out/In** | **Sessions** | **Uses** | **Time** | **Avg Time** |
| **2020** | 603 | 719 | 0.839 | 15 | 0 | 0 | 0 |
| **2021** | 824 | 917 | 0.899 | 78 | 68 | 28 | 24.353 |
| **2022** | 337 | 531 | 0.635 | 75 | 108 | 68 | 37.602 |
| **2023** | 415 | 529 | 0.784 | 66 | 114 | 62 | 32.649 |
| **2024** | 431 | 606 | 0.711 | 65 | 80 | 47 | 35.325 |
|  |  |  |  |  |  |  |  |
| **23/24 Change** | 16 | 77 |  | -1 | -34 | -15 | 2.68 |
|  | 3.86% | 14.56% |  | -1.52% | -29.82% | -24.19% | 8.20% |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **June 2024 Prior Years Comparison** | |  |  | **YEAR TO DATE** |  |  |  |
|  |  |  |  |  |  |  |  |
|  | **Circulation** | **Circulation** | **Circulation** |  |  | **Total** |  |
|  | **Adult** | **Child** | **Young Adult** | **Online Renewals** | **E-Circulation\*** | **Circulation** |  |
| **2020** | 6169 | 3208 | 189 | 1473 | 12193 | 23232 |  |
| **2021** | 8037 | 5360 | 286 | 3674 | 8917 | 26274 |  |
| **2022** | 7073 | 7337 | 155 | 4616 | 8477 | 27658 |  |
| **2023** | 7499 | 7546 | 152 | 5221 | 9465 | 29883 |  |
| **2024** | 7399 | 7154 | 165 | 5482 | 10845 | 31045 |  |
|  |  |  |  |  |  |  |  |
| **23/24 Change** | -100 | -392 | 13 | 261 | 1380 | 1162 |  |
|  | -1.33% | -5.19% | 8.55% | 5.00% | 14.58% | 3.89% |  |
|  |  |  |  |  |  |  |  |
|  | **Circulation** | **Circulation** | **Circulation** | **Circulation** |  |  |  |
|  | **to New Hope** | **to Solebury** | **Out of State** | **Other** | **E-Resources\*\*** | **New Users** | **Door Count** |
| **2020** | 2470 | 5629 | 248 | 2928 | 5044 | 52 | n/a |
| **2021** | 4390 | 9191 | 275 | 4516 | 10483 | 91 | n/a |
| **2022** | n/a | n/a | n/a | n/a | 24024 | 152 | n/a |
| **2023** | n/a | n/a | n/a | n/a | 29126 | 335 | n/a |
| **2024** | 3984 | 8287 | 286 | 7644 | 14069 | 239 | 20965 |
|  |  |  |  |  |  |  |  |
| **23/24 Change** | #VALUE! | #VALUE! | #VALUE! | #VALUE! | -15057 | -96 | #VALUE! |
|  | #VALUE! | #VALUE! | #VALUE! | #VALUE! | -51.70% | -28.66% | #VALUE! |
|  |  |  |  |  |  |  |  |
|  | **Holds** | **Holds** | **Ratio** | **Wireless** | **Computer** | **Computer** |  |
|  | **Outgoing** | **Incoming** | **Holds Out/In** | **Sessions** | **Uses** | **Time** |  |
| **2020** | 2694 | 3060 | 0.880 | 577 | 496 | 240 |  |
| **2021** | 4628 | 4881 | 0.948 | 243 | 254 | 98 |  |
| **2022** | 2698 | 3138 | 0.860 | 447 | 474 | 259 |  |
| **2023** | 2492 | 3116 | 0.800 | 1065 | 615 | 329 |  |
| **2024** | 2747 | 3794 | 0.724 | 398 | 520 | 277 |  |
|  |  |  |  |  |  |  |  |
| **23/24 Change** | 255 | 678 |  | -667 | -95 | -52 |  |
|  | 10.23% | 21.76% |  | -62.63% | -15.45% | -15.81% |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **\* E-Circulation: From April 2019 to August 2020, e-circulation included Overdrive, Hoopla, Cloud Library, Zinio,** | | | | | |  |  |
| **and OneClickDigital. Beginning September 2020, Flipster is included, while Zinio, and OneClickDigital** | | | | |  |  |  |
| **are no longer in use. Overdrive was also cancelled. Beginning June 2022, Kanopy is included. Starting June 2023,** | | | | | |  |  |
| **Comics Plus and Newstand are included. Starting February 2024, Libby/Overdrive is once again included.** | | | | | |  |  |
| **\*\* E-Resources: Online reference including Ancestry.com, Heritage Quest, Morningstar, Learning Express (expired 2/21),** | | | | | |  |  |
| **Brainfuse, Novelist, ABC Mouse, Novelist Select, LinkedIn Learning, Consumer Reports, Newsbank, JobNow, Value Line,** | | | | | |  |  |
| **Niche Academy, The New York Times Online, and The Wall Street Journal. ### e-resource statistics for 1/22 through 7/22 are** | | | | | | |  |
| **estimated based on 8/22 numbers.** | |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

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| --- | --- | --- | --- | --- |
| **Date** | **Name of Program** | **Target Audience** | **Type of Program** | **Attendance / 30 Day Views** |
| 7/1/2024 | Chess Club | Young Adults ages 12 – 18 | On-Site (LIVE SYNCHRONOUS) | 2 |
| 7/2/2024 | Weekly Virtual Book Club | Adults ages 19 or older | Live Virtual (SYNCHRONOUS) | 3 |
| 7/2/2024 | Nerd Studio | Young Adults ages 12 – 18 | On-Site (LIVE SYNCHRONOUS) | 7 |
| 7/5/2024 | Magic the Gathering Club | Young Adults ages 12 – 18 | On-Site (LIVE SYNCHRONOUS) | 3 |
| 7/5/2024 | Pokemon Club | Children ages 6 – 11 | On-Site (LIVE SYNCHRONOUS) | 2 |
| 7/8/2024 | Chess Club | Young Adults ages 12 – 18 | On-Site (LIVE SYNCHRONOUS) | 8 |
| 7/9/2024 | Weekly Virtual Book Club | Adults ages 19 or older | Live Virtual (SYNCHRONOUS) | 4 |
| 7/9/2024 | Nerd Studio | Young Adults ages 12 – 18 | On-Site (LIVE SYNCHRONOUS) | 10 |
| 7/11/2024 | Learning with Libby | Adults ages 19 or older | On-Site (LIVE SYNCHRONOUS) | 2 |
| 7/12/2024 | Magic the Gathering Club | Young Adults ages 12 – 18 | On-Site (LIVE SYNCHRONOUS) | 3 |
| 7/12/2024 | Pokemon Club | Children ages 6 – 11 | On-Site (LIVE SYNCHRONOUS) | 5 |
| 7/15/2024 | Chess Club | Young Adults ages 12 – 18 | On-Site (LIVE SYNCHRONOUS) |  |
| 7/16/2024 | Nerd Studio | Young Adults ages 12 – 18 | On-Site (LIVE SYNCHRONOUS) |  |
| 7/16/2024 | Weekly Virtual Book Club | Adults ages 19 or older | Live Virtual (SYNCHRONOUS) | 5 |
| 7/19/2024 | Magic the Gathering Club | Young Adults ages 12 – 18 | On-Site (LIVE SYNCHRONOUS) |  |
| 7/19/2024 | Pokemon Club | Children ages 6 – 11 | On-Site (LIVE SYNCHRONOUS) |  |
| 7/22/2024 | Chess Club | Young Adults ages 12 – 18 | On-Site (LIVE SYNCHRONOUS) |  |
| 7/23/2024 | Nerd Studio | Young Adults ages 12 – 18 | On-Site (LIVE SYNCHRONOUS) |  |
| 7/26/2024 | Magic the Gathering Club | Young Adults ages 12 – 18 | On-Site (LIVE SYNCHRONOUS) |  |
| 7/26/2024 | Pokemon Club | Children ages 6 – 11 | On-Site (LIVE SYNCHRONOUS) |  |
| 7/29/2024 | Chess Club | Young Adults ages 12 – 18 | On-Site (LIVE SYNCHRONOUS) |  |
| 7/30/2024 | Nerd Studio | Young Adults ages 12 – 18 | On-Site (LIVE SYNCHRONOUS) |  |
|  |  |  |  |  |
|  |  |  |  |  |