

North Castle Public Library

Library Board of Trustee Minutes – October 21, 2015

Sean Ryan called meeting to order at 7:35PM

In attendance:

Trustees: Jeanne Lapsker, Jennifer Paulson Lee, Stephanie Paul, Jerry March, and Sean Ryan.

Library: Megan Dean, Edie Martimucci

Approval of Minutes: A motion to approve the September 2015 minutes was made by Jeanne and seconded by Jerry. All were in favor.

Approval of Warrant: An amended version Warrant No. 9 was distributed. The total amount of the amended warrant is \$26,496.40 of which the Friends are paying \$9,504.42 (Thank you, Friends!!!). As proposed corrected, Jerry made motion to approve and Jennifer seconded. All were in favor.

Approval of Librarian Trainee: Jeanne made the motion and Stephanie seconded moving Gabrielle Madera to the new position of Librarian Trainee effective November 1, 2015. This position has been endorsed by Civil Service. Gabrielle will continue at her new, previously approved salary of \$26.23 per hour. All were in favor.

Brainstorming Discussion – How to Expand Circulation Growth:

Note: suggestions below include input from David Charney and Marilyn Heimerdinger submitted via email.

- Continue budget increases for materials.
- Leverage marketing tools like Constant Contact. Jerry agreed to monitor current email blasts for the next week or two and make recommendations on how our marketing communications can be improved.
- Leverage our new digital app (*3M*) that Edie has added to our digital collection. *3M* is more user-friendly than *Overdrive*. Communicate addition of *3M*.
- Increased use of circulation information to better target our marketing. New systems are increasing availability of this information.
- *Rosetta Stone* will be available on a trial basis soon! Focused marketing of *Rosetta Stone*.
- Evaluate 3D printing to support STEM or STEAM programming.
- Increase marketing of Flipster (digital magazines).
- Increase our book clubs/find volunteers to lead as appropriate (MH).
- Focus on 1 or 2 topic areas – candidates – STEM and arts (DC).
- Library open “24 hours” – use drop box for after hour pickup (DC).
- Lend musical instruments, art kits, tools, Legos, Arduino kits, Snap Circuit kits, etc. (DC).
- Create a Maker’s Space (DC).
- Use experts to curate our collections (DC).
- Increase partnerships – i.e. cooking classes with local restaurants linked to cookbooks, food bank (DC).

- Increase leverage of our programming to drive education/link to circulation.
Implement mobile checkout to enable circulation in the programming space (DC).

Next Month's Brainstorming Discussion – Databases and how to publicize and expand.

The meeting was adjourned at 9:15 pm. Our next meeting will take place on November 9, 2015.

Respectfully submitted by,

Jennifer Paulson Lee