



AGENDA FOR BOARD OF TRUSTEES MEETING
MONDAY, JANUARY 8, 2018 AT 7:30PM

- ❖ Approval of Minutes – December 11, 2017
- ❖ Approval of 2017 Warrant 12
- ❖ Review of YTD Revenue and Expense
- ❖ Review of YTD Performance Metrics
- ❖ Approval of Children’s Sunroom Proposal for Architectural Services
- ❖ Approval for Naming of Magazine Room
- ❖ Election of Officers
- ❖ Brainstorming – Discussion of new/additional 2018 actions to improve NCPL performance

North Castle Public Library

Library Board of Trustee Minutes – January 8, 2018

Sean Ryan called meeting to order at 7:40PM

In attendance:

Trustees: Lisa Meyer Chorne, Jennifer Paulson Lee, Stephanie Paul, Jeanne Lapsker, Sean Ryan and Scott Stopnik.

Library: Edie Martimucci

Friends: Marilyn Heimerdinger

Key Votes/Review

- **Approval of the Minutes** for the December 11, 2018 NCPL Board of Trustees meeting. Thank you, Jennifer!!! Stephanie made motion to approve the Minutes. Lisa seconded. All were in favor.
- **NCPL 2017 Warrant 12** (AP GL Report). Total expenses included in Warrant 12 are \$47,885.19 of which the Friends are paying \$10,265.10. Thank you Friends for your continuing support!!! Scott Stopnik has reviewed all invoices in this warrant and supports its approval. Thank you, Scott!!! Thanks also to Abbas Sura and Kieya Glaze for their financial support of NCPL!!! Lisa made motion to approve Warrant 12. Stephanie seconded. All were in favor.
- **Review of NCPL 2017 YTD Revenue & Expense Reports** (thru January 5, 2018). NCPL full year financial performance is outstanding and we will finish 2017 well ahead of our 2017 plan adding over \$146K to our library reserves (Fund Balance and Library Funds).
- **Review of our performance metrics** - December results were weak and based on preliminary FY 2017 results, we had mixed performance on our three strategic goals. ***In the outstanding category*** - we had 21% growth in visitors to our library with over 163K patrons visiting in 2017 - an all time record for our library. ***In the in very good category*** - Adult programming had 10% growth with over 8K attendees - another all time NCPL record. ***In the areas needing improvement/additional category*** - (1) Total circulation growth declined for the first time in four years - by a fraction of a percent. It was noted that electronic circulation did set and all time NCPL record with over 21K circulations. (2) Total programming attendance declined for the first time since 2012. Our staffing level and the disruption from our renovations contributed to this under performance. Focus on (A) strategic investment in new programs, (B) continued emphasis on expanding dedicated programming space and (C) careful management of our renovation schedule - in 2018 and possibly 2019 - is required. Thank you to Virginia Garcia for all her work on performance metrics!!!
- **Sunroom Architectural Services proposal** – A proposal for architectural services for replacement and expansion of the children’s sunroom which is a part of our 2017 NYS Library Construction Grant application was discussed. Jennifer

made a motion to approve the architectural proposal. Scott seconded. All were in favor.

- **Approval to rename the Magazine Room** as the Friends' Gallery in recognition of their many contributions to NCPL. Jennifer made motion to rename the room. Scott seconded. All were in favor. Actual name is TBD.
- **Election of 2018 NCPL Board of Trustees Officers** – The following candidates were nominated:
 - President: Sean Ryan
 - Vice-President: Jennifer Paulson Lee
 - Treasurer: Scott Stopnik
 - Secretary: Lisa Meyer Chorne

Jeanne made motion to approve. Stephanie seconded. All were in favor.

Brainstorming Session – NCPL Goals for 2018

Discussions focused on our 2018 goals and the actions we need to achieve them.

These ideas include the following and are incremental to our current plan items and largely revolved around ramping up our marketing efforts and look for new ways to make the library known within the community.

- Expand and accelerate NCPL marketing plans.
- Increase use Social Media to increase marketing impact. Expand social media platforms – i.e. Instagram to grow visual impact.
- Leverage Armonk Parents.
- Implement library mobile app and leverage for marketing impact.
- Increase celebrations at the library (like the NWP Open House). This includes the above recognition of the Friends.
- Increase brand recognition by spreading NCPL colors across town and inside the library.
- Provide NCPL shirts to staff.
- Do chalk on streets near our branches to guide patrons to our branches in both Armonk and North White Plains.
- Improve landscaping around both branches.
- Add “Stone Wall” Signs outside both branches for “North castle Public Library”.
- Add sculpture in North White Plains similar to one in Armonk. Find donor to support.
- Install NCPL flag at both branches.

The meeting was adjourned at 9:03PM. Our next meeting will be at 7:30pm on February 12, 2018.

Respectfully submitted by,

Jennifer Paulson Lee

Secretary

