



AGENDA FOR BOARD OF TRUSTEES
MEETING
MONDAY, JANUARY 11, 2016 AT 7:30PM

- ❖ Approval of Minutes – December 14, 2015
- ❖ Approval of 2015 Warrant 12
- ❖ Review of YTD Revenue and Expense
- ❖ Review of Performance Metrics
- ❖ Key Votes:
 - 2016-2020 Long Term Strategy
 - 2015 Annual Report
 - Trustee Officers
 - Personnel
- ❖ Brainstorming – Marketing

North Castle Public Library

Library Board of Trustee Minutes – January 11, 2016

Sean Ryan called meeting to order at 7:30PM

In attendance:

Trustees: David Charney, Jeanne Lapsker, Jerry March, Lisa Meyer Chorne, Stephanie Paul and Sean Ryan.

Library: Megan Dean, Edie Martimucci

Town: Barbara DiGiacinto

Friends: Marilyn Heimerdinger

Approval of Minutes: A motion to approve the December 14, 2015 minutes was made by Jeanne and seconded by Jerry. All were in favor.

Approval of Warrant 12: Warrant No. 12 was distributed. The total amount of Warrant 12 is \$41,141.30 of which the Friends are paying \$9,232.11 - Thank you, Friends!!! David made motion to approve Warrant 12 and Stephanie seconded. All were in favor.

Approval of Job Appointment: Jeanne made the motion and Lisa seconded to approve probationary appointment of Edie Martimucci as Library Director II (from provisional position) effective January 7, 2016. All were in favor.

Approval of Board of Trustee Officers for 2016: David made the motion for election of the following officers for 2016 and Jeanne seconded. All were in favor.

- President - Sean Ryan
- David Charney – Vice President
- Scott Stopnik – Treasurer
- Jennifer Paulson Lee - Secretary

Approval of Our 2016-2020 Long Term Strategy: The current draft of the Long Term Strategy was distributed. Jerry made a motion to approve the strategy document with minor grammatical edits and Jeanne seconded. All were in favor.

Approval of our 2015 Annual Report: The current draft of the 2015 Annual Report was distributed. Jerry made a motion to approve the annual report document with minor grammatical edits and David seconded. All were in favor.

Brainstorming Discussion – How to Kick-off a Wave of Marketing of Our Library:

- Use information to better understand customers.
- Increase initiatives to understand our customer's needs and wants.

- Use multiple channels to learn from and to communicate with our community.
- Expand experimental efforts to learn new ways of supporting the community.
- Need major enhancement of our library's marketing to highlight progress and future plans with objective of expanding library use.
- Work with WLS to ask them to help us accelerate our marketing – i.e. collection of data to better target customers, social media strategies and tools.
- Continue our work building our brand.
- Expand efforts with Constant Contact. Investigate ways to target people who do not normally respond.
- Better understand how other libraries do marketing.
- Expand our social media initiatives. Learn more about Armonk Mom's and Windmill Next Door and expand our reach by "Liking" and connecting to other sites with relevant potential users/patrons.
- Develop a marketing plan that includes actions to better utilize email, social media and other tools and opportunities we have to communicate with our customers.
- Form an advisory group with which we can share our progress and plans. Advisory group members can express opinions on both what we have shared and other ideas they have. Include both users and non-users and make participating "non-threatening" (i.e. they do not need to come armed with their own plans). Meet a maximum of twice a year.
- Use all current programs to promote other initiatives and programs.
- Build and emphasize curated collections in our communication with customers.

We agreed we would work on a marketing plan to be completed by our March, 2016 Trustee meeting.

Next Month's Brainstorming Discussion – Curated collections and how they can help us increase circulation.

The meeting was adjourned at 9:05pm. Our next meeting will take place on February 8, 2016.

Respectfully submitted by,

Sean C. Ryan