

# North Castle Public Library

## Library Board of Trustee Minutes – November 10, 2014

Sean Ryan called meeting to order at 7:35PM

### In attendance:

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

**Town:** Barbara W. DiGiacinto

**Approval of Minutes:** A motion to approve the October Minutes made by David. Seconded by Stephanie. All were in favor.

**Approval of Warrant.** Warrant No.10 for \$ 29,262.07 was distributed and approved. The Friends of the North Castle Public Library, Inc. will pay for \$7,776.40 of Warrant No. 10. Thank you Friends!!! Jerry made motion, David seconded. All were in favor.

In addition, it was announced that the Friends have agreed to pay for the study carrels and the ceiling fans in the Elson Room. Installation of the fans is scheduled for December/January and the carrels are scheduled for 1Q2015 both dependent on delivery from manufacturers. Thank you, Friends!!!

### Key Votes:

- Resumes for Alexandra Alayan and Stacie Kaufman were distributed and discussed. Both have applied for positions as library pages to help cover the newly announced extended hours. Jennifer made a motion to hire both individuals effective October 27, 2014 at a salary of \$11.00 per hour and Jerry seconded. All were in favor with a request that a background check be performed.
- A proposal for beginning renovation of the Armonk Children's Room was reviewed. The proposal includes creation of a new reading room to be designed by Janice Davis (total cost for design and construction estimated to be \$30,000), removal of the gazebo, new bookcases (estimated cost of \$22,292) and replacement of the carpeting in the main room of the Children's area (estimated cost of \$14,364). Jerry made a motion to move forward with the proposal (total estimated cost of \$66,656) as written in Phase I. Jennifer second. All were in favor. David noted we are voting on aspects of Phase 2 as well.

Jerry reviewed his plan to work with Library staff to develop a marketing plan for the library that addresses:

- How we want to position the library through our communications?
- What marketing channels are available and how can we best utilize these channels?
- What are our key selling points and what do we do best?
- How can we build an "army of library advocates" to distribute our message and increase community involvement?

Jerry led a brainstorming discussion to identify the strengths of the Library and we how to reach our community. Jerry will work with library staff to develop a marketing plan that incorporates the ideas discussed in this brainstorming session.

The Trustees adjourned to executive session to discuss personnel.

The meeting was adjourned at 9:18 pm. Our next meeting will take place December 8, 2014.

Respectfully submitted by,

Jennifer Paulson Lee