

BRAINERD MEMORIAL LIBRARY BOARD OF TRUSTEES

January 22, 2019

PRESENT: Carl Conrad, Marijean Conrad, Lynne Cooper, Pam Crum, Cheryl Czuba, Tom Piezzo, Myra Aronow, Lorraine Riess, Alma Zyko

ABSENT: Liz Anderson, Kent Jarrell, Emily Smith, Mary Karkutt-Kulak,

Meeting called to order at 7:04 P.M. by President Marijean Conrad

PUBLIC COMMENT:

SECRETARY'S REPORT: 1. Minutes of November 27, 2018 were approved as presented. Myra\Lorraine 2. Minutes of the special meeting on January 15, 2019 were approved as presented. Myra\Lorraine

PRESIDENT'S REPORT: 1. A guest speaker from the ACLB will come to the March BOT meeting. 2. Marijean presented information about a MILE trip to Manhattan libraries in April.

DIRECTOR'S REPORT: 1. We are investigating the use of the Square Reader for credit and debit transactions at the service desks. The reader and account were acquired for the September book sale but staff agreed that making card transactions easy for patrons could raise total intake. 2. Thank you from staff (and me) for the holiday party and bonuses. 3. Series of articles for Haddam News are in active preparation. 4. Notable upcoming programs: Take Your Child to the Library Day, 2/2 (Peppa Pig Party), re-schedule of Evening with Poe, 1/26, and CT 169 Club on 1/31 (co-presented with HHS) 5. BML hosted CT State Library weeding workshop on 12/18. Current CREW method interpretations discussed, and all participants assisted in selection.

PERSONNEL & POLICY: No report

STRATEGIC PLAN: 1. Strategic Plan will be reviewed twice a year. 2. Lynne is contacting people to check on deliverables. 3. Sale of 916 Saybrook Road is accomplished.

BUILDING & GROUNDS: 1. Committee will be meeting Thursday to discuss bids for projects. 2. 916 Saybrook Road has been sold.

INTERIOR RENOVATION: No report

DEVELOPMENT & PLANNING: 1. The committee is working on a fundraising strategy for 2019 and beyond for the library and the Friends that will include coordinating library, Friends and capital campaign fundraising. 2. Ideas include selling bricks and creating a package of benefits to encourage more business support. 3. Taste of Haddam is scheduled for April 27, 2019. Kristen is heading up this event recruiting businesses and Pam is pulling the silent auction together. 4. The staff/volunteer holiday party was held on December 12, 2018 at the library. It was very well received. Thank you to all who contributed items and helped with set up and clean up.

CAPITAL CAMPAIGN: 1. **Goal-** The committee agreed to a current working figure as a Capital Campaign Goal of \$750,000. Anticipated capital expense offsets include the sale of 916 Saybrook Road and \$100,000 - \$150,000 in grants. 2. **Time Frame-** Best not to go public until we have 50% of funds committed. Currently we have state grant of \$75,000, plus \$12,950 from Town and net from 916 Saybrook Road is \$215,000. Completion should be 2021-2022. 3. **Publicity-** Raise awareness of library with 6-8 months of articles on Brainerd family history, book reviews, treasures in the library, history of the building and land, patron profiles etc. 4. **Target market for donors-** BOT, grants, Brick project, River Quest boat cruise, old-fashioned cocktail party, businesses, naming opportunities, host small groups in homes, one-on-one appeals, and donation forms on website, newspapers, and around town.

BUDGET/FINANCE: 1. Carl presented 3 standard charts for YTD 6 months: 1. Balance Sheet; 2. Payroll Detail; 3. P&L (profit and loss). 2. He also presented 2 special charts: 1. 916 Saybrook Road, the Big Picture; and 2. Investment and Endowment 15 month review. 3. The charts showed: fundraising was up; payroll was down; investment funds were down but still good funds; BML made its investment in 916 Saybrook Road; and expenses were up due to increased air conditioning needs and roof repair.

FRIENDS: 1. A painter has been found to restore the outside book drop (which will be moved into a drive-up location). 2. A new TV in the children's space will soon be broadcasting upcoming events and displaying samples of children's work and also be used as an instructional tool. 3. Hoopla was deemed too expensive. 4. Guest speaker, Katie Branstetter, who substitutes at BML, talked to the Friends about promoting the library through her blog, Instagram account, and radio show. 5. The financial report of July 2017 through June 2018 fiscal year showed that by the end of the last fiscal year, the Friends had generated \$4,181.97 net revenue for library use. The Friends' Statement of Activity from July 1 through November 27, showed net revenue of \$2,441.29. 6. The committee is updating their annual Friends' brochure with plans to have it reflect the programs and projects for which the Friends are raising money. 7. The next meeting will be on January 24 with a snow date of January 31.

NOMINATING COMMITTEE: Pam gave the Board members information packets containing: Amended Bylaws, Officers and BOT profiles, BML nonprofit profile, Conflict of interest policy, Volunteer form, BOT meeting schedule, list of BOT members and committees and a gift certificate for a BML t-shirt.

UNFINISHED BUSINESS: None

NEW BUSINESS: None

Meeting adjourned at 8:20 P.M.

The next meeting will be February 26, 2019 at 7:00 P.M.

Respectfully submitted:

Alma Zyko, secretary

(approved)