

BRAINERD MEMORIAL LIBRARY BOARD OF TRUSTEES

May 28, 2019

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

ABSENT: Kent Jarrell, Mary Karkutt-Kulak,

Meeting called to order at 7:00 P.M. by President Marijean Conrad

PUBLIC COMMENT: None.

SECRETARY'S REPORT: Minutes of April 23, 2019 were approved as presented. Myra/Lorraine.

PRESIDENT'S REPORT: **1.** Marijean sent Selectwoman, Lizz Milardo, a note expressing sympathy for the loss of her father. **2.** Marijean suggested more Board members attend town budget meetings to show support for the library budget. **3.** A suggestion was made to speak to people when they are campaigning for town offices about supporting the library.

DIRECTOR'S REPORT: **1.** The library received a \$250 mini-grant for teen services from H-K Youth and Family Services. **2.** Circulation Associate, Camilla Howes, is retiring and moving to N.C. effective July 1. A job announcement will be sent this week for her position. A motion was made and approved for the library to give Camilla a \$200 honorarium in recognition of her service. Cheryl/Lynn. **3.** A staff meeting will be held tomorrow, 5/29/19. **4.** The library has a book drop painting quote for \$1,700 and is looking for a lower quote. A new unit costs \$5,000 plus. One of the book drop units will become a drive-up unit when the renovation starts. **5.** A new substitute, Christie Mainetti, will start in June.

CAPITAL CAMPAIGN: **1.** Lynne reported that the first job is prospecting for large company and foundation donors. This includes researching annual reports for contacts (about 100 names) and doing research to find demographic data for Haddam. **2.** The second task would be a marketing and publicity plan. **3.** The third task is the launch itself. **4.** Sub committees will be needed for these assignments.

BUDGET/FINANCE: No report.

FRIENDS: **1.** The financial report, prepared by Robbie in fiscal year format showed net revenue of \$6,633.42. Donations and membership for July 2018 through May 22, 2019 totaled \$5,145.91. **2.** The workroom now has shelves and a counter available for the Friends to use in their prep work. **3.** Tom suggested two possible initiatives for Friends' sponsorship for the coming fiscal year: buying a storage unit for under

the back stairs or helping defray the cost of the new Early Learning Center for the Children's Department. **4.** Book bags for a Child's First Library Card initiative are blue with a Brainerd Memorial Library Friends' logo, and contain bookmarks that can be colored and will be presented on June 24 at 6:00 p.m. during the library's summer reading kick-off. **5.** Phil Devlin will evaluate some of the vintage books to see if it is worthwhile to take them to the CT River Auction. **5.** Robbie and Cheryl will co-chair the committee to plan the BIG Book Sale scheduled for September 20, 21, and 23. **6.** The new prison warden has said no to further book donations.

NOMINATING COMMITTEE: **1.** Carl and Alma signed up for new terms. Mary needs to come off the Board for a year but may still serve on committees. **2.** Tom will send letters to potential Board members who have been nominated by current Board members. Next meeting, the Board will vote on nominees. **3.** Pam passed out information folders to Board members who lacked them.

PERSONNEL & POLICY: No report

STRATEGIC PLAN: **1.** Lynne wrote the Strategic Plan in a summarized paragraph format. **2.** She clarified the Vision and Mission statements to the following:
"OUR VISION: BML is a dynamic socially responsive institution, a center of diversity and a source of resources and services for the lifelong learning, reading, recreational, and cultural needs of Haddam residents.
OUR MISSION: BML contributes to building and strengthening the Town of Haddam by enriching the social, cultural, and intellectual fabric of the community with broad programming and outreach activities, taking on other functions beyond lending books and offering an accessible, safe and trusted location."
These will be considered for approval at the next Board meeting. **3.** This Strategic Plan will be used by Kent and Henry to form key statements for the Capital Campaign and annual appeal brochures. **4.** The "Maintain Financial Stability paragraph can be used at budget meetings. The Board is asked to talk about "funds held in trust" and not the endowment. **5.** When finalized, this plan will be added to the BOT information folder and to the library website. **6.** The conclusion of the plan is as follows: "Through accessible facilities and quality staff, community engagement, financial stability, and effective communication, Brainerd Memorial Library will be better able to serve the residents of Haddam. We will strive to become the Heart of Haddam – a community center where the public can come to learn, to socialize, and to enjoy the best of small-town life."

BUILDING & GROUNDS: Exterior Project Schedule:

1. The bid advertisements have appeared in various papers, and we have received over 20 enquiries. **2.** Bid documents were available for pickup at the library on 5/16 **3.** Whitney will conduct a workshop for contractors interested in bidding on May 30 at 10 A.M. **4.** The bids need to be in at noon on 6/13 and will be formally opened and read at 3 P.M. **5.** There will be two meetings to evaluate and select the bid awards: June 17, 1-4 and if necessary, June 18, 1-4. **6.** Tentative date for bid awards to be

announced is 6/20. There will be a Board meeting on June 25 to vote on this. **7.** Tentative date for contracts to be signed is 6/27. **8.** Tentative date for shovels in the ground is 7/18.

INTERIOR RENOVATION: There were questions about when and how to sell the donor bricks and at what price. The committee will continue to work on this.

DEVELOPMENT & PLANNING: **1** The Development Committee met on May 13, and decided that this year's annual appeal should be in September or October instead of May because of the March Friends' appeal and the April Food for Thought fundraiser. **2.** The committee has already exceeded its \$11,200 fundraising goal for this fiscal year. **3.** The committee agreed that a letter from the Board president was the best method of delivering the message that the library is moving forward and to incorporate key components of the Strategic Plan and perhaps elements of the Town's Plan of Conservation & Development. All of library messaging should be coordinated including the annual appeal, fundraisers, the capital campaign and Friends' events. Preliminary work is centered on the tagline " The Future is in Your Hands" which expands last year's "Opening the Door to the Future." **4.** It was agreed by all that the Food for Thought - Taste of Haddam fundraiser was very successful. The committee discussed lessons learned and ways to improve the event including expanding to three hours. Lynne reviewed the financials from the event detailing revenue, expenses and showing a net earning of \$6,076.28. A further meeting to discuss event takeaways occurred on May 16th. **5.** The next meeting of the Development Committee is June 17, 2019 at 6:30 p.m. at the library.

UNFINISHED BUSINESS: A boat trip, which is a Capital Campaign event, is scheduled for September 14 and is limited to forty people. The cost will be \$100 and food will be provided. There is a possibility of a signature drink.

NEW BUSINESS: None

Meeting adjourned at 8:27 P.M.

The next meeting will be June 25, 2019 at 7:00 P.M.

Respectfully submitted:

Alma Zyko, secretary

(approved)