



Board of Trustees Meeting Minutes

Date: February 17, 2022

Location: Zoom

Trustees Attending:

Mark Orton (President), Caitie Hilverman (Vice President), Michael Grisham (Treasurer), Dani French (Secretary), Jessica Almeleh-Frazer, AnnaMaria Assevero, Miranda Barry, Elizabeth Dickey, Kimberly Erwin, Gary Sheffer, Kris Weiss, Carol Pledger, Bill Stenehjem, Julia Black

Excused: Charlie Wittingham

Absent: Kenneth Kraus

Staff Attending: Emily Chameides (Director)

Others Attending: Janet Miller (Friends)

Meeting was called to order by Mark Orton at 6:02. He welcomed trustees and guests, and announced that Caitie would run the meeting today.

Minutes from the January 2022 meeting were reviewed and approved by a motion from Mark and seconded by Julia. Carol abstained. Vote to approve minutes was unanimous.

Reports

President's Report: Caitie

- We're going to try to keep these meetings under 60 minutes and make more of a touchpoint, with more in-depth discussions happening in committee meetings.
- Emily's annual review is coming up. Caitie will send a JD to the group so we can submit comments. Emily and Caitie will then meet to discuss goals and the provided feedback.
- Executive committee slate announcement: Caitie will be named President, Dani Secretary, Michael Treasurer, and the VP will be Julia.
- Committee updates
 - Liz will take over as chair of the Program Committee.
 - Charles will lead the Fundraising and Marketing Committee.
 - All committee leads will talk about their needs for the year so new folks can join committees
- Please sign the Conflict of Interest Statement and send to Dani (danigram@gmail.com)
 - You can use Preview or a free trial of DocuSign, or you can print out the form at the library.

Treasurer's Report: Michael Grisham

- Month in review:
 - Total income is quite high—42% of revenue of the year comes in in January

- Expenses have been very low this month, only 39K (6% of expected for the year, we're running behind schedule)
- No unusual expenses
- We need to formally approve the budget in March. Let Michael know if you have second thoughts
- Miranda noticed that the payroll has increased quite a bit. Michael explained that this is because of the raises we discussed in the last meeting

A motion was made to approve the Treasurer's Report by Miranda and seconded by Carol. Vote to approve the report was unanimous.

A motion was made to approve the Profit & Loss Statement by Liz and seconded by Mark. Vote to approve the report was unanimous.

Director's Report: Emily Chameides

- We've been lucky with COVID impact in general, but folks have had to take off and cover one another.
- Two new team members, Sue and Hallie, dived right into work and are helping out in all areas, including the window display at 441 Warren.
- Emily is working on the annual report to NYS about circulation numbers, program breakdowns, etc. Waiting on stats from Literacy Connections before she can submit a draft. Emily will do a presentation in the March meeting.
- The self checkout station is up and running. The price of the station went down since we fundraised for it.
- Website update: As Kimberly suggested last month, a Black History Month section was added.
- The library system is receiving some ARPA funds from New York State to get a WiFi router for the exterior of the building. This should extend WiFi for 300 feet beyond the building.
- We submitted a grant for collaboration with Hudson Community Fridges. Tracy is working on one with Olana, and we submitted one to Stewarts Holiday Match for support of children's programs.

Committee Reports

Board Development: Caitie Hilverman

- We're losing Miranda from the Fundraising Committee.
- Join a committee! Please read over the information in the minutes so you can start weighing your options.

Marketing and Fundraising: Miranda Barry, Charlie Whittingham, Bill Stenehjem

- The Valentine's Day promotion raised \$3,000.
- HAL trustee recruitment fliers are ready for pickup at the library. We need four new trustees.
 - Mark suggested that we add a posting on the site to promote the need for trustees.
 - Emily confirmed that we could do that, and we can put it in the newsletter too.
- We need a new library promotional video. The main purpose is to help with 414 vote efforts. We should do a separate one for the Gala.
- We will have more community stations at the spring and summer farmer's markets.
- Respond to Julia's email for joining the gala committee if you're interested.
- The art auction will be separate from the gala marketing-wise.
- 414 status and next steps:
 - Alert Columbia County board of elections with intentions.
 - Then, petition and file for 414 in May or June.

- Miranda said that collecting signatures is fun and we should get started next month.
- Liz asked if we can collect at program events. Miranda said we have to separate out events from the 414 activities, so no soliciting at library events. Mark pointed out that the lobby is a public common area and asking for signatures is allowed there.
- William pointed out that we must be strategic about Greenport.

Program Committee: Liz Dickey

- Met with Tracy last week to understand the current state of the program.
 - No dearth of programming, but we could use some help with logistical support with programs. Tracy's currently overseeing everything.
 - How can we get people to understand everything the library is offering?
 - Tracy's not sure how to deal with pitches for programs.
- Trustees should regularly attend programs. We're trying to understand the communities that the programs are serving and how they're being served.
- How can we do community outreach and collect data from folks?
 - Traditionally, the program committee is a balance of board members and people from the community/volunteers.
 - We could possibly try tiered engagement requirements for volunteers.
- March 23rd 6pm is the first committee meeting, and we'll go over plans and perspectives.
- Emily: Tracy sent out a form to everyone who has attended virtual story hours in the past to get feedback.
- Bill asked how we will collect data from the community. Liz explained that more formalized survey data is what the Program Committee will work on.
 - Caitie said that this is a great year to look into the data issue since it's a 414 voting year.
 - Miranda said that we've invited people to go to focus groups in the past and they were not well attended.
- Emily: There's a new Commissioner of Senior Services in the community and we're excited to work with her—Nea McKinney.
 - Kris suggested that we try partnering with Coarc or another special needs group.

Ghostly Gallop: Gary Sheffer

Since this is the first in-person race since 2019, it'll be more work than it has been in a long time. Here are our needs for the Ghostly Gallop:

- Someone to help with the kids' run
- A person to coordinate sponsorships
- A person to corral volunteers on the day of the race to help with water and food.

History Room: Gary Sheffer

- The History Room has two programs for March: a discussion of the BLACC collection and a Hudson River focused program with excerpts from the library's oral history collections.
- Committee needs: we could use another trustee to join, particularly anyone who would like to produce content for the history room (writing, photos, etc.).

Friends of the Hudson Area Library Report: Janet Miller

- We're trying to come up with new members for the Friends, and get some of the older ones back. We currently have half a dozen Friends (we had 25–30 at our peak). Caitie made a flier for recruitment.
- Miranda suggested leaving the fliers at the library checkout desk.

New Business

None

Motion to adjourn by Mark at 7 pm and seconded by AnnaMaria. Motion passed unanimously.

Dani French

Recording Secretary

March 21, 2022

Date of approval