



Board of Trustees Monthly Meeting

Date: September 15, 2022

Location: Library Community Room and Zoom

Trustees Attending in person:

Caitie Hilverman (President), Julia Black (Vice President), Dani French (Secretary), Michael Grisham (Treasurer), Charlie Wittingham, Mark Orton, Elizabeth Dickey, Kris Weiss, Jessica Almeleh-Frazer, Maddie Meehan, Ryan Kelly.

Trustees Attending via videoconference: Richard Garmise, Carol Pledger, Crystal Jeffs

Excused: Bill Stenehjem, Gary Sheffer, Kimberly Erwin

Absent: None

Staff Attending: Emily Chameides (Director)

Others Attending: Janet Miller (via phone), Linda Friedner

Meeting was called to order by Caitie Hilverman at 6:04 pm. She welcomed trustees and guests to our first hybrid meeting.

We reviewed the minutes from August and Mark noted that he was not present at that meeting. Dani agreed to remove Mark from that month's attendance.

A motion to approve the August minutes was made by Mark Orton with corrections and seconded by Michael Grisham. Vote to approve minutes was unanimous.

Reports

President's Report: Caitie Hilverman

- Caitie wants to review bylaws with the Executive Committee in regards to holding hybrid meetings.
 - Would be nice to have a hybrid option moving forward, but we have to make sure we have a physical quorum of 10.
 - The State of Emergency in NY hasn't been extended for the first time since the pandemic started.
- Updates about committees:
 - The Board Development Committee is now being headed by Dani. We're getting our act together and getting documents cleaned up.
 - The new Co-Chair for the Program Committee is Maddie.
- Caitie wants to use our monthly board meetings to get people to volunteer for needed work. .

Treasurer's Report: Michael Grisham

- 76% of annual budgeted income has been received
- 59% of operating expenses has been spent
- Total Receipts were \$18,004 for the month.
- An additional \$4,375 of fundraising event income has come in. Emily noted we still have a small amount coming in for Call for the Cause.
- \$62,735 net income for the Gala. Mark said that might be the highest net ever. Everyone cheered.
- Emily mentioned an anonymous grant that we get every year.
- We're a tiny bit over on fundraising expenses, but nothing to worry about.
- Charlie asked if the fundraising totals include any Gallop funds that may have come in. Emily said we hadn't received any of those by the time of this report.
- Fundraising income does not include the Friends book sale—that's a separate budget since they are a separate 501(c)(3) that supports the library.

A motion was made to approve the Treasurer's Report by Charlie Wittingham and seconded by Mark Orton. Vote to approve the report was unanimous.

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

Director's Report: Emily Chameides

- Emily presented the Temporary Safe Practices Policy for us to revisit
 - Proposed that low and medium infection rate be treated the same in terms of masking.
 - We'd like to continue giving out masks and supplies to the committee as long as we're able to.
 - If the infection levels shift to medium, the staff will start bumping up communications around safety measures
 - Charlie asked how often the statuses change. Emily said the figures are updated weekly. We've been low for a while but were bumped up to medium for one week recently.
 - Maddie asked if harassment non-tolerance applied to all levels. Emily confirmed.

A motion to approve the updates to the Temporary Safe Practices Policy was made by Dani French and seconded by Charlie Wittingham. Vote to approve was unanimous.

- Staff updates
 - Our Americorps worker is back from maternity leave for 9 hours a week. Emily recalled that we used to have 80 Americorps hours a week back when we had four workers. It's been more strain on the library workers to keep the children's area tidy. Emily is considering launching a Library Page program.
 - Mark asked why there are so few Americorps workers. Emily wasn't sure—perhaps less folks are signing up or funding has changed, but we don't have a strong explanation.
- Stacy Petty's Hudson Eye art exhibit currently in the Community Room
- Emily sent out links to oral history sites. Check those out if you haven't already. They will publicly launch soon.
- Columbia County Library updates
 - Building a website for shared resources and programs (built by library system): Martin Van

Buren series, Habitat for Humanity, Coat drive, etc.

- Lots of Trustee Education programs were announced, so check that out.
- Sign the birthday card for Janet Schnitzer! Adopt a book in her honor if you feel inclined.
- Emily asked if anyone can store kerosene tiki torches. Jessica offered her space.

Programming Committee: Liz Dickey and Maddie Meehan

- Most immediate need is the Latinx festival/parade this weekend. We're tabling in tandem with Hudson Little Free Libraries and Olana. Looking for volunteers (Board and non-board), especially those who can speak Spanish. Liz will email the group with signup times.
- Lemony Snicket event which had 60 attendees was wonderful.
- Data collecting through surveying so we can learn how people hear about these events, and if they would come again.
- Attending programs helps with the 414 effort as well. Charlie is providing talking points
- We'll have a flier about 414 that we can give out at the Ghostly Gallop. Let Maddie know if you see any more opportunities.
- Tracy shared summer reading numbers and the growth from 2021 and 2022 has been amazing. Last year there were 70 programs with about 900 attendees. This year we had 97 programs with 1,374 attendees.
 - Mark said the data was startling. Can we put snippets of the data on flyers? Maddie mentioned that Tracy is collecting testimonials as well.

Board Development: Dani French

- Caitie, Maddie, and Dani met a few weeks ago
- First action item for Dani is to go through our onboarding documentation and see if anything is missing
- We discussed getting documented SOPs for different board events (such as the Ghostly Gallop) so we have best practices on paper for when people leave the board.
- Caitie set up calendar notifications and reminders for the weekly digest, which Dani has been sending out.
- Thank you to everyone who has been contributing to those emails! Let Dani know if you have any feedback. If you're not the head of a committee or function, you can convey any updates you want included in the digest to the appropriate person
- Introduced Linda Friedner, a potential new board member, who discussed her interest in joining the board.

Ghostly Gallop: Gary Sheffer (Caitie gave updates on behalf of Gary)

- Ryan in charge of volunteers, Julia in charge of sponsorships.
 - We're a little behind in sponsorships from last year. Construction companies are usually supportive, and so is the Maker, The Amelia, etc. Fingers crossed we get more funds.
 - The first volunteer email went out on Monday. Ryan will be sending out follow-ups.
 - Maddie asked if everyone was registered for the race. There's an award for the biggest fundraiser!
 - Ryan asked if there was an expense if you register and then don't run, and if it's better to just donate if you don't want to run. Maddie confirmed that there is a small expense via a race packet.
 - Kris can officially volunteer for photo and video. Charlie will be the emcee.
 - Michael will do a mailing for everyone on the route of the race.

History Room: Gary Sheffer (Emily gave updates on behalf of Gary)

- An update from Brenda: We needed a flat file for our historic map collection and had raised \$7,000 to support the purchase of a new one, but we found a used one for \$2,400 so are saving the funds for other projects.
- Working on map collection archiving for newyorkheritage.org.
- Upcoming in-person program on Hudson Urban Renewal next Thursday at 6.
- New collection on NY heritage—includes Carol's home! This brings our collections to 6 on the website.
- Committee would like to feature merchandise for stores for the holidays in businesses that will not want to take a cut. Spotty Dog is selling postcard packs. The items include postcard packs and various birds-eye view maps of Hudson from different time periods.
 - Kris asked if we could add totes. Emily responded that they aren't history room merchandise items but we can look into it separately.

Marketing and Fundraising: Charlie Whittingham, Bill Stenehjem

- 414 update
 - We're ready to launch the campaign on the streets of Hudson.
 - Libby Post is an Albany-based lobbyist who helped the campaign in 2017 and is working with two other libraries in Columbia County. She will hold a board training session for us during an upcoming weekend.
 - The 414 will be a grassroots effort with phone banking, canvassing, and direct mail.
 - The messaging will list some pro and con statements. What happens if this doesn't pass? Also testimonials and reminders to turn the ballot over. Talking points will be sent to the board.
 - Tax assessment: an average of \$26.48 per year per household over the existing amount. (based on the average \$150,000 home).
 - Social marketing: We're updating an existing website called Vote Yes for Hudson and placing paid online ads in a couple of places that Libby recommends (Weather.com). Empowering community, programming
 - Next Tuesday is National Voter Registration Day. Can we put a table out in the library so people have a place to register to vote (this has nothing to do with 414 so it's allowed). Emily noted that there's a program that day.
 - Charlie outlined some volunteer needs: direct mail coordinator (Julia), door-to-door coordinator (Linda), get out the vote coordinator, phone bank coordinator. Work will start mid campaign (Oct 8)
 - Carol mentioned that the phone banking was not productive at all in 2017. Charlie said that we can do a text campaign.
 - Based on 2018 turnout, we'll need 1,700 yes votes for this to pass. Election day is Tuesday November 1.
 - The Board of Elections demands that we post the initiative in two newspapers for two weeks before the election. There are 4 different libraries going for 414 initiatives this year.
 - Anyone can participate in campaigning regardless of whether or not you live in Hudson or vote in Hudson. You can only pass along information as library employees or board members. All payments for the campaign are funded by the Friends.
 - Maddie asked about yard signs and suggested we not put signs up where there are political signs

- already since the library effort is party agnostic.
- Charlie mentioned that the role of libraries is under attack. This mostly affects school libraries, but people don't differentiate.
 - Charlie thanked everyone who scrambled for 414 signatures.
 - Caitie said that we should publicize the supervisor of Greenport increasing funding to counteract questions about Greenport not being part of the 414. They're doubling their contributions from their town budget.
 - Ryan asked if we work with other organizations to campaign the 414 effort. Charlie said we haven't done that. The Columbia County Democrats group helped last time, but they came to us.

Friends of the Hudson Area Library Report: Mark Orton

No meeting until next week. Mark introduced himself to the Friends as the liaison. Mark's tennis schedule conflicts with Friends meetings so he's asking for someone to step up and be the new liaison during tennis season. Meetings are usually the night before our meeting.

New Business/Public Comments.

Vote to add Linda Friedner to the Board of Trustees.

Motion to add Linda Friedner to the Board made by Michael Grisham and seconded by Liz Dickey. Vote to approve was unanimous.

Motion to adjourn was made at 7:16pm by Mark Orton and seconded by Charlie Whittingham. Vote to adjourn was passed unanimously.

Dani French, 9/15/2022
Recording Secretary

10/20/2022
Date of approval