



Board of Trustees Monthly Meeting

Date: 10/19/2023

Location: Library Community Room

Trustees Attending in person:

Caitie Hilverman (President), Julia Black (Vice President), Dani French (Secretary), Michael Grisham (Treasurer), Jessica Almeleh-Frazer, Wesley Brown, Elizabeth Dickey, Kimberly Erwin, Linda Friedner, Richard Garmise, Crystal Jeffs, Ryan Kelly, Maddie Meehan, Stephanie Royal, Bill Stenehjem, Sherry Jo Williams.

Excused: None

Absent: Miranda Barry

Staff Attending: None

Others Attending: None

Meeting was called to order by Caitie Hilverman at 6:03pm. She welcomed trustees and guests.

A motion to approve the September 2023 minutes was made by Stephanie Royal and seconded by Wesley Brown. Vote to approve minutes was unanimous.

Reports

President's Report: Caitie Hilverman

- This is Bill's last meeting! Thank you for your service to the board, Bill.
- It's the busy season for the Board with the Ghostly Gallop and the 414 vote coming up. Please follow up on emails and respond with help requests.

Treasurer's Report: Michael Grisham

Through September, we collected 96% of our annual budgeted operating income (two months ahead of our usual track) and spent 63% of our budgeted operating expenses.

Income:

- Total receipts were \$102,491 for the month.
- Notable income:
 - In Restricted Grants, \$41,184 from the Eutopia Foundation for staff costs
 - In Unrestricted Grants, \$5,000 from the Arthur & Eileen Newman Family Foundation
 - In Fundraising, over \$50,000 in Gala income and Ghostly Gallop sponsorships

Expenses:

- Total Expenses were \$49,005 for the month

We should start thinking about what to do with funds we've acquired and how we can put the money back into the library.

- Michael confirmed that building maintenance is accounted for.
- Suggestions were made including expanding the History Room, soundproofing the children's area, and increasing our liability insurance.
- Caitie clarified that the president takes the lead on spending but the board can do a lot of heavy lifting when it comes to assessing community needs.

A motion was made to approve the Treasurer's Report by Sherry Jo Williams and seconded by Wesley Brown. Vote to approve the report was unanimous.

A motion was made to approve the Profit & Loss Statement by Wesley Brown and seconded by Crystal Jeffs. Vote to approve the report was unanimous.

Director's Report: Emily Chameides (delivered by Caitie)

- Emily was absent due to her attendance at the Oral History Association Annual Meeting in Baltimore, MD where she was presenting.
- The Great Giveback is a community initiative for service opportunities.
 - We're partnering with the Lions Club to collect coats.
 - Collaborating with The Zonta Club on their Pop-Up Period Pantry.
- Bindlestiff's Art of the Circus exhibit event on Oct 12 was very well attended.
- The Columbia County Photo Show will be the final exhibit of the year.
- A reminder to everyone to do your trustee training! 2 hours of training are due by the end of the year.

Gala committee: Julia Black

- Ticket sales: \$46,794
- Call for the Cause: \$57,000 (compared to \$39,000 last year)
- \$103,794 in total
- Cost to put on event was \$16,000 (\$10k less than last year)
- We received \$6,000 more than what was pledged.
- Linda asked if Union Street would want us to come back. Julia suggested we try again for the Caboose because they offered us a really great rate but just weren't ready to open in time.
- A new chair is needed for this committee next year.

Board Development: Dani French

- Volunteer night is in the works for early January. Julia Shield and Dani wrote up a plan and Emily was on board. This is an opportunity to recruit for the Board, the Friends, and in-library volunteer roles.
- We will need to fill 3 roles in March to replace Bill, Kris, and Kimberly.
- We still need a Programming Committee Chair, a Gala Chair, and a Secretary to take over for Dani in March.
- Caitie pointed out that we used to avoid recruiting for specific board openings, but there's nothing in the by-laws saying we can't do so. Newcomers are technically allowed to serve on the Executive Committee (Dani and Caitie both onboarded as Secretary).

History Room: Richard Garmise

- Nov 9: There will be a presentation on the 128th NY Regiment, which consisted of volunteer soldiers from Hudson in the Civil War. DAR will display the restored flag from this regiment at the event.
- Some recent grants submitted include one for a black history exhibit highlighting our BLACC collection and one specific to the history of whaling in Hudson.
- There's been lots of recent archiving of photography and watercolor collections.
- The History Committee will meet once a month to develop an aspirational agenda for the coming year aside from the budget so we can have a unified scheme. Hoping to do this before January
- We also talking about marketing, including tea towels and SPOUT merch at Spotty Dog
 - Emily, Caitie, SJ, and Richard met about unifying the marketing and prioritization.
 - Examples: a regular 300 word newspaper article about books that we've enjoyed and highlighting our programs in written media on a regular basis.
 - Caitie suggested highlighting Emily's personal Instagram post where she shows her top books from the month.
- The Hudson Cemetery tour is on the 28th.
- Let Richard know if you want to join the History Room committee.

Ghostly Gallop: Crystal Jeffs, Ryan Kelly

- We have 191 people signed up so far and we're projecting 280 (last year we had 214).
 - 158 adults
 - 33 kids
 - 17 teens
- \$16,000 projected in sponsorships (\$11,000 already in the bank)
- Money raised via fundraising is \$3.5K
- Return Brewery wants to host an official afterparty with some proceeds going back to the library.
- The HBC is featuring us on their Halloween page.
- Kimberly helped connect us with the new school superintendent. Crystal met with her and she's interested in the school getting more involved with the library.
- There will be a food truck and a History Room table.
- Swag for runners will include temp tattoos, bubbles, hats, neck gaiter.
- Marketing & social media is a lot of work! Emily and Crystal found a good rhythm with this.
- Big street banners are up and flyers went out this week.
- Maddie secured bagels from Bagel Tyme.
- We need about 10 more volunteers.
- Gary will be there day-of to advise.
- Looking into getting the national anthem sung by a church or the community choir.

414: Liz Dickey

- Thanks to everyone who came out to the Friends' Sip 'n' Sign event. We're sending out two mailings of 1,200 postcards each. These two waves to capture early voters and voters for regular election day.
- Emily shared an advocacy email with the board re: lowering the signature requirement
- Liz will talk to the Friends about putting information on Instagram
- There will be pamphlets about the 414 at the Ghostly Gallop
- The mailing list is folks that we identified as being potential supporters

Friends of the Hudson Area Library Report: Ryan Kelly

- Julia Shield is stepping down as President of the Friends, but remaining a member.
 - No interest from current Friends to take on that role.
 - The Friends are also looking for new members and will partner with the Board Dev committee for Volunteer Night.
- The Friends still have \$3,600 allocated for the 414 effort
- Linda asked for clarification on the difference between the Friends and the Board that we can communicate to interested volunteers. The Friends are a separate 501(c)(3) organization who raises money for 414 efforts and to enhance library programs and collections via book and bake sales and other initiatives.

New Business/Public Comments

None.

Motion to adjourn was made at 7:11pm by Wesley Brown and seconded by Kimberly Erwin. Vote to adjourn was passed unanimously.

Dani French, October 19, 2023
Recording Secretary

November 16, 2023
Date of approval