



Meeting Minutes: Hudson Area Library Board of Trustees August 18, 2021

Call to order

A meeting of the Hudson Area Library Board of Trustees was held at the library on August 18, 2021. President, Mark Orton called the meeting to order at 6:02pm.

Attendees:

Mark Orton (President), Caitie Hilverman (Vice President), Michael Grisham (Treasurer), Kimberly Erwin (Acting Secretary), AnnaMaria Assevero, Julia Black, Elizabeth Dickey, Kenneth Kraus, Gary Sheffer, William Stenehjem, Charlie Whittingham

Staff Attending: Emily Chameides (Director)

Others Attending: Janet Miller (of *Friends*), Jane Meicht (potential Trustee), Jessica Frasier (potential Trustee), Kris Weiss (potential Trustee)

Excused: Miranda Barry, Carol Pledger, and Dan Ronsani

Absent: N/A

Approval of minutes

No motion to approve Minutes of the July Meeting, as per Mark Orton, President—Minutes will be approved in the next meeting scheduled in September.

Reports

President's Report: Mark Orton

Program Committee started again, will meet with Tracy on Wednesday, September 8th/What do we want the Committee to do?

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Fundraising Committee

- Discussion of Board Development Committee with CAITIE
- Have a public process for candidates—duties, roles, responsibilities—invite people to volunteer for Committees, in JANUARY will develop a slate of candidates for March Board Meeting, Board needs to communicate with Marketing Committee, explained that we can add people currently instantaneously, we have an ongoing need, population loss with household gains, median income rose 19-20%—demographics are changing, range of fundraising opportunities—gala vs. bake sale representatives, must support the Friends—more to do with participation/sense of ownership and not funding
 - **KEN:** How might this process happen, how to amass the numbers of interested people? Financially sound v. Community involvement,
 - **CAITIE:** Cast a wide net, market, pregnancy due date: next board meeting
 - **CHARLIE:** What can we do just to raise our profile in general? Then segment: High Net Worth, Community Member, Bd Members, etc., do higher profile activities, networking, we can do more at every level—have a strategy, a democratic way,
 - **ANNAMARIA:** How might we put people on board now?
 - **EMILY:** We will have more vacancies in March.
 - **GARY:** New Census, do an analysis on who lives in Hudson/Stockport/Greenport, Advisory Board (ideas, network, fundraising) v. A Working Board, bringing someone to the board can be an expectation
 - **NEW PERSON:** Folks who can't contribute at high dollar level are still needed

Caitie and Mark will work together with other members and report back and keep in touch with Charlie.

Treasurer's Report: Mark Grisham (Report Attached)

- Mentioned grants that came in, and spoke about Expenses, abnormally high due to two large bills that were paid off.
- Collection Expenditures: For library collection
- Signed letters of agreement for accountants to work on tax filings and bookkeeper for the year

MARK: 45% of the budget comes from tax dollars, the library is not supported entirely by taxes.

Motion by Charlie to approve the Profit & Loss detail, 2nd by Caitie. Unanimously approved.
Motion by Charlie to approve the Treasurer's Report, 2nd by Julia. Unanimously approved.

GARY: Are we behind on the budget report? Fundraising events

EMILY: The majority of our fundraising comes at the end of the year

CHARLIE: We've only raised 7%

Library Director's Report: Emily Chameides (Full Report Attached)

Highlights:

- New admin asst soon to be hired
- Oral History Project, work with Brenda, Laurie, and Paul, worked with Summer School
- Black Legacy Association, several workshops, Thanks to Mark, Julia, and Carol to help with Sankofa Black Arts and Cultural Festival
- Upcoming events for board to be helpful with Sunday, September 19th (Spanish knowledge helps)
- 10k Grant from Hover Foundation
- MHLS Family Literacy Grant for \$1k+ to support board book collection expansion
- HCSD payment for My Brother's Keeper program \$5K+
- Children's Foundation grant \$6k
- BOGC grant for \$1k for Adult Spanish classes.
- Anonymous foundation support of \$5k-unrestricted
- D'Arch Family Charitable Fund grant for \$2k-unrestricted
- Spark of Hudson \$300 for 30 raffle tickets to give out at the Sankofa Black Arts and Cultural Festival
- Didi Barrett will award libraries in her district: \$5k per library (to be received)
- FINES: Should we reinstate fines? Suggested to continue to waive fines and make decision at the next board meeting. Handout: Reasons why libraries are going fine free.
 - **GARY:** Asked about FINES revenue—
 - **EMILY:** Noted how we collect printing/faxing/as well as Fines. Unsure as to how much comes in Fines, best to have Amnesty Day everyday, to reduce fines, suggests she can get data
 - **BILL:** How do we know the difference—revenue from Fines v. Others
 - **CHARLIE:** Amnesty day option brought up
 - **LIZ:** Suggested look at data,
 - **MARK:** Data has already expressed that Library attendance falls with FINES
- Trustee Education available
- Emily and Janet Schnitzer will be representing libraries at CCLA
- Noted all Programs—August 2021, not enough space available

Nothing else to add, Mark enlightened us all.

History Room: Gary Sheffer

- Bronson House (on Sept 23rd over on the Prison Grounds)
- Jewish Committee on Colonial Era event
- Veterans Program in November is possible, not yet scheduled
- December, looking for places for Winter Walk
- Collections of items to sale online in the works
 - New places to sale—like Cafe Press, mugs, SPOUT Memorabilia (little Whale)
 - History Room website—
- Ghostly Gallop: October 31st scheduled/FASNY objected, move the date or run the risk of running on bike path—Fire Fighting Museum is opened then and that would close the street, in the hands of the Mayor...the 21st year of the Ghostly Gallop. Awaiting a permit. Started taking registrations, but low due to lack of promotion—late notice of objection
- Asked Firemen's Home to support and received it, feels that we should not pay for tickets as it is a fundraiser
- **CAITIE**: Can we buy tickets?

Marketing Committee: Charlie Whittingham

- Talked about sponsorship to support Ghostly Gallop
- Nice response including the RAFFLE idea from new business in Hudson
- We have a big gap in the budget for fundraising
- Block Party idea for September (variety of reasons will cost more than we bring in) will table the idea for now
- Aspiration—Art Auction—idea of partnering with gallery owners, key to generating artists participation (September 2022), long term signature event (on the table)
- Air BNB space offered for some type of function/—High Net Worth donor potential
- **BILL**: David Murphy was excellent help—stated you have to find Collectors, not just artists, researched galleries, other possibility to spend a lot more time with galleries/artists to get \$700, \$1500, \$2000 items vs. purely \$50, \$100, \$300 items
- Chapin (art *aficionado*) reached out to Aperture photography society—they stated interest in partnering with HAL, they have own network
- May need a paid staff in development
- Realized need for strategies for marketing, **414 next year** (as per Miranda), we need to fine-tune/promote library more aggressively—plan/budget/benchmarks & measurements
- Noted peer groups (Hudson Opera House) who raise more, wealthy patrons need to be brought into a network—Advisory Committee could be helpful and worth pursuing—Alan, Carl Whitbeck, Susan (very helpful in this endeavor)

- No event planned, unable to get organized due to uncertainty of the environment
- Have a meeting planned in the next few weeks to get specific on bridging the funding gap

MARK: explained “414” as petitioning with \$250k annually, Hudson Artists Studio—large scale of artists in the area, believe we will be short, so we need to “work” the annual APPEAL

ANNAMARIA: Noted that we did not have a fundraising event all year, but the Ghostly Gallop, what are we scheduled to do?

CAITIE: Friends did well last year. What strategy are we interested in? Just larger funders?

EMILY: Wine and Cheese event took place.

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Friends of HAL: Janet Miller

- BOOK & BAKE SALE: September 10th, 11th, and 12th (Friday-Sunday)

GARY: What do we do if we raise 20%? Let’s try to raise some money and awareness

CHARLIE: The real bottom line funds convert so that loan is forgiven.

EMILY: Believes that the

ANNAMARIA: Some sort of concert could be done; Brokerage count? Have each board member put up \$100 each, so that we could invest \$1500 as seed money—similar to church and charities

CHARLIE: Reading or some participation to connect us with literary roots

Motion to adjourn at 7:03 was made by AnnaMaria and 2nd by Caitie Hilverman

Kimberly Y. Erwin
Acting Recording Secretary

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Date of approval