



Board of Trustees Meeting Minutes

Date: December 16, 2021

Location: Zoom

Trustees Attending:

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

Excused: Julia Black

Absent:

Staff Attending: Emily Chameides (Director)

Others Attending: Dani French

Meeting was called to order by Mark Orton at 6:04pm. He welcomed trustees and guests.

First order of business was a motion to elect Dani French to the Board of Trustees. Motion put forward by Catie Hilverman, seconded by Liz Dickey. Vote to approve the election of Dani French to the board was unanimous.

Minutes from the September 2021 meeting that had previously not been reviewed were reviewed and approved by a motion from Bill Stenehjem, seconded by Kimberly Erwin. Vote to approve minutes was unanimous.

Minutes from the November 2021 meeting were reviewed and approved by a motion from Charlie Whittingham, seconded by Michael Grisham. Vote to approve minutes was unanimous.

Reports

President's Report: Mark Orton

Mark continued the meeting with his report as follows:

- Executive Committee met recently to discuss returning to regular Library Executive Director annual review process. In the past year, Director Emily Chameides had done her self-review, but the Board did not conduct their review of Emily. Going forward Catie Hilverman will lead the process and conduct the annual review of the Director.
- Fundraising/Marketing Committee met recently to discuss leadership succession. Current Fundraising Committee Chair, Miranda Barry, will be rotating off the board in March 2022. Charlie Whittingham will assume Fundraising lead. Fundraising and Marketing will be consolidated into one committee with

Marketing largely supporting both fundraising and programming outreach. There will be a January 22, 2022 meeting of the Fundraising committee to map strategy, planning and execution for the full year with emphasis on supporting community events and campaigning for Greenport and Hudson "414" propositions on ballot November 2022.

- Mark introduced two Library policies for board approval: (1) Laptop Loan Agreement and (2) Technology Lending Agreement. Emily Chameides explained the background leading to the need for these two new policies. The Library has laptops and other technology equipment for lending to the community and has received some requests from community partners, but didn't have a proper structure or terms. Lending and policies tends to fall into two groups: (a) General public and (b) Community organizations. Executive Committee has reviewed both policies without reservation or issue.
- Motion to approve Laptop Loan Agreement was made by Miranda Barry, seconded by Kimberly Erwin. Vote to approve the policy was unanimous.
- Motion to approve Technology Lending Agreement was made by Miranda Barry, seconded by Liz Dickey. Vote to approve the policy was unanimous.
- Received an email from Rebecca Smith Aldrich from Mid-Hudson Library System. There is new legislation in the State of New York which requires private sector employers to offer employees retirement options through the Secure Choice Savings Plan or other. The program is new and in the roll-out phase. Emily will take the lead to follow up with details and clarity in the coming weeks as they surface.

Treasurer's Report: Michael Grisham

- Michael reported that through November 2021, the Library has received 89% of budgeted income and has spent 81% of budgeted expenses. Expenses are running under income for the year.
- Total receipts for November 2021 were: \$72,043 primarily from a number of grants that had come through, the Balderdash Ball appeal letter and strong Ghostly Gallop entry fees/sponsorships.
- One new grant from the Home for the Aged (\$15,000) was received this month. Very nice grant in that it can be used liberally for programs for seniors but with little restriction.
- Total expenses for the month were \$50,000 so we were cash positive for November.
- PPP Loan forgiveness from the State of New York of \$58,000 has not yet come in though confidently expected. Once received, it will be moved from a debt to income on the balance sheet.
- Financial summary posted: nothing of particular note or concern. Fundraising events/contributions are down due to Covid at 41% of budget. Library charges are up due to community use. Insurance is less than expected. Health insurance program has not had material impact on budget.
- Working on 2022 budget. Work is still in progress. Early January meeting will be held with Finance Committee to develop full 2022 budget. Mark emphasized representatives from Fundraising need to be at January Finance meeting.
- Miranda Barry noted Fundraising expenses have held in check in lieu of low fundraising ability.
- Kimberly Erwin asked about success of 2021 Ghostly Gallop. Gary Sheffer mentioned event was very successful for two reasons: (a) very strong sponsorship support led by Julia Black and very low event expenses due to virtual event. Net is approximately \$15,000 - roughly twice historic event average.
- Bill Stenehjem mentioned Balderdash Bash mailing has generated about \$12,000 net.
- A motion was made to approve the Treasurer's Report by AnnaMaria Assevero and seconded by Carol Pledger. A motion to approve the Profit and Loss Detail for November 2021 report was made by Miranda Barry, seconded by Kimberly Erwin. Both motions were approved unanimously.

Director's Report: Emily Chameides

- Mark made note of Emily Chameides 10th anniversary as Executive Director. Board thanked Emily for her service and Mark noted we will organize more formal recognition and social events in Spring 2022.
- Emily working hard on Annual Appeal draft and printing to get out before holidays and her vacation.
- New Administrative assistant starting first week of January 2022 for two-two and half days a week. Her name is Sue Griffin Porritt. Former book editor in the UK, relocated to Hudson area and we're delighted to have them in support.
- Emily excited about grant from Home for the Aged. Comparable to our Children's Foundation grant which is a recurring annual grant and can be used liberally for programs, resources, and services for a particular age group of our community. Mark noted new Advisory Board member Carl Whitbeck was driving force behind this grant with Miranda Barry steering the Advisory Board work effectively.
- Another Advisory Board member, Susan Danziger, has pledged approximately \$37,000 from her Eutopia Foundation for support of Programming staff costs which is very helpful and deeply appreciated
- Emily stated that Library Loan Rules were sorely out of date. She and the staff updated them recently to reflect many technology changes as well as aligning the rules with the actual current practices of the staff. Emily will circulate to board members to review and approve at the January 2022 meeting.
- Annual Appeal letters are at the press now. No ETA on letters for the board to personalize and sign. Call for all board members to participate in letter signing. Mark and Miranda mentioned the power of personalization/hand written notes on appeal letters.

Committee Reports

Programming Committee: Mark Orton, Kimberly Erwin

- Mark led the programming committee report noting that the Programming Committee met recently with good selection and representation from the board to re-energize programming support. Two key take-aways: (1) It is not the role of the Programming Committee to develop programming. That is the domain of the Program Director with as much input from the community as possible. (2) There are a lot of public events, markets, fairs, shows, etc in the community especially in Greenport for us to use as a forum for connecting with the community and getting both the Library mission out to the public as well as get input from the community on programming interests/priorities. As a result, Marketing will work with Programming to develop "training" materials for people attending these events on behalf of the Library. Kimberly Erwin noted we will also be asking community members to be involved in programming development, but we will need to make sure any Library representatives are well versed in Library activities. Training to include: general library information, history, current programming and general updated, accurate information about what the Library offers. More to come on that in 2022.
- Emily noted highlights of ongoing and special programming events recently - specifically a successful chestnut roasting event at Oakdale Beach on the afternoon of Winter Walk
- Great teen/tween trivia event at Library - lots of attendance and all run by teens themselves.
- Also noted three upcoming programs in January: FDR History series "Horseback Librarians" and "Crafting for Money" and "Notorious RBG"

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

- Miranda opened with thanks for all the board noting challenges of the past 1-2 Covid-impacted years. Despite real challenges, the board stepped up to do all possible to support the Library. New trustees are a great addition to the effort - creative, energetic and enthusiastic.

- Quick recap of successful recent events: Balderdash Ball, Farmer's Market, Basilica Holiday market, History Room merchandise, Winter Walk. All events have been great to raise Library awareness in the community.
- AnnaMaria has started a great video effort to capture interviews, commentary etc. Will be key to our 414 campaigning efforts.
- Advisory Committee is working really well already in terms of grant/financial support, advice, counsel, networking to generate new and novel ways to support
- Charlie Whittingham will pick up Fundraising efforts from Miranda come January. Will hold a combined Fundraising/Marketing committee meeting to map out 2022 strategy, plan as mentioned in Mark's opening.
- Brief discussion about 2022 "414" campaign. Importance of all board members to help suggest ideas, offer time, outreach efforts to try to get this ballot initiative over the line.

Board Development: Caitie Hilverman

- Catie Hilverman taking lead on board development in 2022. Thinking about how to be more efficient, effective and put in process to avoid trustee turnover, scrambling and short term efforts. Will report to board more in January
- Catie will revisit the surveys the Trustees took and submitted earlier this year and using them to help develop best practices
- Currently two (2) open board seats with two (2) more opening up March 2022. Need all Trustees to continue to help recruit new members.
- Developing helpful FAQ one-sheeter to have available in Library for interested and prospective trustees. Board agreed using the Library as a recruiting location is a good idea.
- Miranda reminded the board of importance for 100% participation in annual giving by board. Makes a big difference to donors, grants, and other supporters. Any financial amount is acceptable. 100% participation is the goal.
- Mark reminded the board we are still in need of a formal VP and Secretary to the board. The Rotating Secretary program was a stop-gap and not meant to be a permanent solution. Looking for members to step into these roles formally.

Ghostly Gallop: Gary Sheffer

- Follow up to a successful Ghostly Gallop - need to get sponsor thank you notes out, lots of t-shirts available for holiday gifts.
- Start thinking about the 2022 event in early Spring.

History Room: Gary Sheffer

- Basilica Holiday Market and Winter Walk pop-up store on Warren St were both wonderfully successful selling maps, cards, tea towels, etc. Great exposure for the Library in the community. Brenda Shufelt and Gary Sheffer have been remarkable in their efforts to build this critical part of the Library.

Friends of the Hudson Area Library Report: Janet Miller

Janet Miller was not able to make December meeting. No report from Friends this month.

New Business

No new business items suggested.

Motion to adjourn at 7:07pm by AnnaMaria Asswevero and seconded by Liz Dickey . Motion passed unanimously.

Charlie Whittingham

Recording Secretary

Date of approval