



**Board of Trustees
Meeting Minutes**

Date: September 26, 2020

Location: Remote (Zoom)

Trustees Attending:

Mark Orton (President)

DeWayne A. Powell (Vice President)

Anna Nilsson (Treasurer)

Caitie Hilverman (Secretary)

Anna-Maria Assevero

Kimberly Erwin

Carol Pledger

Kenneth Kraus

Theresa Parsons

Bill Stenehjem

Charlie Wittingham

Julia Black

Michael Grisham

Gary Sheffer

Staff Attending: Emily Chameides (Director)

Others Attending: David Murphy, Toni Koweek, Janet Schnitzer, Janet Miller

Excused: Miranda Barry

This meeting was held one week later than is typical due to Rosh Hashanah.

Motion to approve August 2020 minutes from DeWayne A. Powell, second by Anna Nilsson with Carol Pledger abstaining.

President's Report - Mark Orton

- Thanks to Anna for reaching out to Michael Grisham and corralling him to become next Treasurer
- Emily worked on strengthening and clarifying a new Program policy - this will be a topic that Kimberly and the Program committee will work on in October

Treasurer's Report, Anna Nilsson:

- Walkthrough of report - see document for details
- Finance committee meeting scheduled for October 2nd via Zoom
- Going to apply for forgiveness on PPP loan - once it's been forgiven, Anna would suggest putting that into Public Funds
- Finance committee will review Emily's staffing budget - we need to understand impact of impending staffing changes
- Profit and Loss detail report - see document for details

- Question - how do this year's numbers compare to last year's with respect to funds spent?
 - No major differences - staff is paid, money that would have gone to toiletries and such are now going to masks, shields, etc.
 - A lot of programming is covered by grants
 - We saved some in utilities relative to last year
 - We've gone through 67% of the year and spent 55% of budget
- Question - are chances of PPE loan forgiveness being approved 100%?
 - Yes - for \$58,5000
 - Currently listed as liability

Michael Grisham motioned to approve the Profit and Loss document for August with DeWayne A. Powell seconding and motion passed unanimously.

Charlie Wittingham to approve the Treasurer's Report with Bill Stenehjem seconding and motion passed unanimously.

Library Director's Report, Emily Chameides

- Personnel - Brenda Shufelt saying on for 16 hours per week
- Job posting ready for Program Director position - just waiting on salary band
- Shanekia's last day was yesterday - looking to replace them internally
- Funds through library grant - two grants for Census help, one through library
- Grants from My Brother's Keeper and the Hudson City School District
- Census outreach
 - Phone banking, social posts, sending out postcards, advertising (radio, website advertisement - some specifically for Latinx community)
- Reopening going well - need to get word out more
 - Focus on census outreach - need to pivot towards more content about reopening
- Some issues with computer system, particularly with printing
 - Michael came in to help - one public printer works - getting help with others
- Programming outdoors - Tales from the Crypts - very popular program - need to be limited numbers and will be spaced out
- Spanish started up again virtually
 - Prior to this the teacher was sending out emails
 - She is resuming on site
- Grants
 - \$3,000 for Stewart's shops for COVID-related costs - filters, plexiglass screens, etc.

- Kanopy contract - last year they gave us \$7,000 for the year, for next year it's \$37,000
 - Have an estimate for continuing services for a limited number of users from them
 - DeWayne A. Powell supports the continuation of this service, echoed by others
- Upcoming Trustee Workshops
 - Information has been circulating about upcoming Trustee training sessions
 - This may be an area for us to improve - onboarding, training, recruiting, etc.

Committee Reports:

Programming, Kimberly Erwin

- May opt to have next meeting in second week of October rather than 3rd - 8th of October - so can report back to the Board
- Going to wait to communicate with new Program Director about further programming decisions

Art Auction, Bill Stenehjem

- Over 80 submissions since it submission closed a few weeks ago
- Pre-recorded narrative about each piece, artist's process, opening bid
- Bidding begins October 16th - event on the 24th
- Art auction - event
 - Very brief introduction welcoming viewers, talking about how auction works
 - Will be open for four days afterwards - closing on 28th
 - Mark's gallery space as dropoff and pickup place for local buyers
 - Julia's been working with graphic designer for marketing end
 - Lots of images posted to Instagram - got artists' consent and release forms for sharing information online
 - Need to reach out to artists to share with their networks
- Biggest push now - getting the word out
- Question - is this event replacing the gala?
 - Not necessarily - Mark and Miranda discussed a Gala in February
- Request from Bill - if any of us have photos of Hudson Valley email them to Mark to have options to go with words

Marketing, Charlie Wittingham

- For our Board purposes, we want to start awareness to trigger on the 16th
- Contracted for quarter page ad in Chronogram coming out this Thursday, October 1st
 - Editorial mention and quarter page ad running for the month
- On October 17th to 24th, digital ads running on Chronogram
- On October 22nd, we'll be in Chronogram newsletter (\$30k subscribers)
- Social media assets for entire board to use
 - Images, description, links to site
 - Point is to get people to go to the site, register, and bid
 - Donate page for people who can't afford to buy the art
- Echoing Bill - this is all about awareness right now - get the word out
- Kudos to Bill for hard work from Anna-Maria, echoed by the room
- Question - what are we aiming for here funds wise?
 - Hard to say, but if every piece was bid on and sold at the opening bid price we'd have \$60,000 - then 45% goes to artist

Ghostly Gallop, Gary Sheffer

- Run is being held virtually - have about 40 participants registered so far
- \$5000 in donations, \$500ish in registration fees
- Run a 5K on a course of your own choosing and report the time
 - We will have a winner
- Take photos of kids running - put on the website and donate \$1 for doing so
- 17th, 18th, 19th of October
- GhostlyGallop.info - website for this
- Julia offered to help with fliers
- Gary would welcome any help on contacting past sponsors
- Will send out an email to anyone who has registered in the past
- Doing Instagram marketing as well
- Costs are only \$400 for this virtual race
- T-shirts for participants, can print out a bib online, but no medals

Fundraising, Anna-Maria Assevero

- She and Miranda met with Susan Danzinger from Spark of Hudson who is happy to sit on the Advisory Committee

History Room, Gary Sheffer

- Several upcoming events for October and November - see website for details
- Kudos from Emily for help in getting out information about the history of the Census

Friends of the HAL, Toni Koweek

- Quiet month for the Friends
- Income for the month - \$14 in donations for month of August
- Working with Mark to develop website
- Toni dropped off snacks for library staff
- Preliminary conversations with Talbott and Arding about an event with Hudson Wine Merchants - have Zoom presentation on it, perhaps in November
- Cautiously optimistic February 13th and 14th for the book sale

Other business

Question - any word from Galvan about outside space?

- Not yet - significant progress made in basement
- Emily hopes lawn gets put back together soon

Question - what happened with the Swanagan piece?

- Miranda, Caitie, and Emily met with staff member
- Miranda and Caitie brought to Mark that we felt it was best to not include in auction - gave option for donor to sell it at their show
- DeWayne A. Powell registers displeasure with this decision being made without running it by the full executive committee
- Mark agrees this was problematic - there was consensus about process but failed to follow through with final conclusion

Motion to adjourn by Anna Nilsson at 11:42am and seconded by Michael Grisham. Motion passed unanimously.

Caitie Hilverman	9/26/2020
Recording Secretary	Date