

**JOSEPH T. SIMPSON PUBLIC LIBRARY
REGULAR MEETING May 12, 2020 at 7:00 pm
Meeting conducted via Zoom Meeting**

Mission: Joseph T. Simpson Public Library is a community center for learning and leisure.

Vision: Simpson Public Library is a dynamic community asset that inspires lifelong learning, advances literacy, and connects people with resources for knowledge, discovery, and enrichment.

Core Values: Lifelong Learning, Community, Service, Access

Term exp. Jan. 2021

Cindy Mortzfeldt (1st term)
Leah Roshetar (1st term)
Jim Van Kirk (2nd term)
Earnie Zimmerman (3rd/last term)

Term exp. Jan. 2022

Patty Sanker (2nd term)
Alan Vandrew (1st term)
Allen Warshaw (1st term)
Donna Weldon (1st term)
Marilyn Zywiec (2nd term)

Term exp. Jan. 2023

Glen Osborn (2nd term)
Rob Moran (1st term)
Annie Standley (1st term)
Judy Souleret (2nd term)
Jonathan Williams (3rd/last term)

MINUTES

Due to the Coronavirus Stay at Home Order, the meeting was held using Zoom video conferencing software.

- I Call to Order: Glen Osborn called the meeting to order at 7:00 pm.
- II Roll Call: X = Present, E = Excused, A = Absent, * = Participated by electronic means

	Jan	Apr	May	Jun	Sept	Oct	Nov
Moran	P	P*	P*				
Mortzfeldt	P	P*	P*				
Osborn	P	P*	P*				
Roshetar	P	P*	P*				
Sanker	P	P*	P*				
Souleret	P	P*	P*				
Standley	E	P*	P*				
Vandrew	P	P*	P*				
Van Kirk	P	P*	P*				
Warshaw	P	P*	P*				
Weldon	E	P*	P*				
Williams	P	P*	P*				
Zimmerman	P	P*	P*				
Zywiec	P	P*	P*				
Staff-Erdman	P	P*	P*				

- III Review Agenda: No changes

- IV Visitor Recognition: Arn Howald, Assistant Director / Public Services Coordinator, Sonya Wright, Leadership Cumberland Fellow, and Emily Leskowsky Roman, Friends Board Representative
- V April 14, 2020 board meeting were provided. Jim Van Kirk noted that the amount of the Small Business Administration (SBA) Paycheck Protection Loan (PPL) was incorrect in the draft minutes. It should be \$107,900. The minutes Minutes of the with the corrected PPL loan amount were approved unanimously on a Jim Van Kirk/Allan Warshaw MOTION.
- VI Treasurer's Report (Jim Van Kirk):
- Balance Sheet and Profit & Loss YTD Actual vs. Full Year Budget Statement for April 2020 were provided.
 - the Jim reported that revenues were at 61% of the budget and expenses were at 31% of budget. The revenues are double what they were last year. After discussing possible reasons for the higher revenues, Jim said he would review reports to determine source(s) for the increase.
 - The Balance Sheet and the Profit & Loss YTD Actual vs. Full Year Budget Statement will be placed on file for audit.
- VII Board Continuing Education:
- Arn Howald presented an overview of the American Libraries Association's special report on the State of American Libraries. The reported appeared in the Association's magazine in April 2020. It is based upon a statistical review of libraries in 2019.
 - Visits to Libraries are up. A Gallup poll reports that Americans visited the library an average of 10.5 times in 2019. Simpson's own visit showed an increase of 4% from 2018, to over 213,000. This was driven by increased attendance at our programs which is up 8% over 2018.
 - The American Library Association is committed to providing equity, diversity, and inclusion at the nation's libraries. So is Simpson. There have been 296 attendees at our English Conversation Club. 124 adults and children have participated in our Al-Huda outreach programs in the winter and spring of 2019. Over 50 bilingual picture books in English and Spanish, Arabic, Hindi, and Somali have been added to our collection.
 - There is a Digital Divide in this country. In low-income households nationwide, 25% do not have a smartphone, 50% do not have a computer, and 64% do not have tablet. These are not luxury items. Test scores reflect a lack of digital access. They are 8% lower in core subjects and 20% lower in literacy test scores. At Simpson there were nearly 22,000 internet computer sessions and over 12,800 Wi-Fi sessions in 2019. Nineteen Wi-Fi hotspots were checked out 409 times in 2019. One hundred twenty-seven Playaway Launchpads for children were checked out 4,954 times.

- In 2019, major publishers made significant changes to their pricing models and previous perpetual access models which made eBooks and eAudios more costly and/or limited libraries' early access to these materials. Fortunately, these changes were dropped in early 2020. At Simpson, downloadable material circulation continues to increase. There was a 6% jump in eBook circulation and a 22% jump in eAudio circulation since 2018.
- Across the country, libraries are experimenting with non-traditional services and methods to expand access. The Omaha, Nebraska Library lends passes for a local bike share. Libraries in Boston offer discounted bus passes. An Ohio library offers smart lockers in the lobby which allow patron 24/7 access to pick up their holds.
- Rob Moran said that the State of American Libraries was a very powerful report and links to what our board has been discussing. The importance of our library to the community is reflected in the patron survey.
- Sonya Wright, our Leadership Cumberland Fellow, is attending her last board meeting. She thanked the board for allowing her to have this experience. Being new to the state and community, her work with the board and committees made her feel part of the community. She met a lot of wonderful people.

VIII Friends of the Library: Emily Leskowsky Roman, who began her term on the Friends Board in November, reported that funding to the library will be cut. There are still no revenues coming in but commitments to be paid. The June book sale will be postponed.

IX Correspondence:

- Donna Agnew sent a note and donation. She mentioned the impacted of the closure on fundraising. She misses and appreciates all the resources and the staff.
- Terry Shindel sent a thank you note for the hot spot which was mailed to him and enclosed the postage costs and a donation. He thanked all the employees and staff for all they do and listed all the resources and programs he and his family use.

X Cumberland County Library System (CCLS) Representative Jonathan Williams, term expiration 12/31/2020; Alternate Judy Souleret, term expiration 12/31/2021:

- CCLS Board: Jonathan reported that the board met but only discussed staffing and budget cuts to the county. The cataloging backlog continues. There is no update on the RFID project. The person in charge of the project was furloughed and the project was passed to someone else. The board will meet next Monday.
- CCLS Finance Committee (Jonathan Williams): Nothing to report
- CCLS Foundation (Representative Linda Willis): No report

XI Unfinished Business: None

XII New Business:

- Building Expansion Discussion: Questions from the 2020 board retreat evaluations regarding the building expansion were provided. Glen explained that after hearing Rich Bowra's presentation at the board retreat, the trustees had many questions. We are taking time tonight to discuss those questions. Below is a summary of the discussion:

Sue explained that Rich Bowra's report focused on expanding the current building and limited the expansion to 25% of the current building space. A larger expansion would require a variance from the borough. The priority is meeting space. It would include a programming room that would hold 150 people. An expansion limited to 25% of the current building would not significantly impact the number of parking space. Jim Van Kirk suggested we might lose two spaces.

The report does a good job matching the programming needs to a small facility expansion, but questions remain about the amount of space we need. Is the space for programming or for community meetings? Is being a community center really our goal? Does the space need to be at the library? Sue would prefer additional space at the library, but it does not have to be part of the library. Sue explained that the library used the Church of God auditorium for various programs in the past few years. When the church was considering selling the property, the library expressed an interest, but the church decided to retain ownership of the property.

Much of the discussion focused on whether the expansion should be at the current building or a new location. Our community is growing. Where is the growth? Should the library be more centrally located? Rather than building should we focus on existing space. There are lots of large empty buildings in our service area. The physical expansion described in the report is a lot of money for a relatively small expansion in a location with limited parking space. Do we know the value of the library building and property?

It was suggested that a children's annex could be built at a more central location with a plan to build a new library there. Sue noted that while a branch location is not out of the realm of possibilities it would be complicated and CCLS would need to be part of the process.

Funding for the project was raised. Are we going to be able to raise the money? We will need to wait until the economy stabilizes to consider that question.

Based upon the discussion, it seems that our basic goals/wants may have changed since Rich Bowra was tasked with the building program report. Several trustees suggested that a smaller group be formed to consider the questions/issues raised in the discussion.

A MOTION was made by Allen Warshaw and seconded by Allen Vandrew to form an ad hoc committee to consider the issues raised by the expansion. Jonathan Williams questioned whether this is right time to be focused on the expansion based upon how things have changed with the pandemic. Patty Sanker suggested that we push formation of the committee until September. The board approved the MOTION on a thirteen to one vote. Trustees who are interested in serving on the committee should let Sue know by June 1.

- Customer Survey Report and Notable Open-Ended Responses were provided. Sue Erdman reported that the survey and report are the work of Maggie Shive, our Messiah College Intern. There were 575 responses in one week to the electronic survey which was sent to the library's email newsletter list. One Monroe patron commented, "Yes, you are worth the drive!" Another wrote, "I didn't panic when the schools closed. I panicked when the library closed . . ." Overall, it is a very good report. 72% responded that the library closure impacted their life. Rob Moran suggested that we do this type of survey annually. Cindy Mortzfeldt suggested that we use some of the questions on additional surveys.

XIII Committee Report - Business and Individual Solicitation (Judy Souleret):

- Judy reported that the Library Giving raised \$4,980 as of May 5. The campaign goal was \$500. An email blast went to adult cardholders in Sierra. A post card mailing was sent to 1,057 adult cardholders who do not have an email address in Sierra.
- Simpson Signature Selections raised \$14,751 as of May 7. The campaign goal is \$17,000. The mailing was sent to 587 individuals.
- The Adopt a Summer Learner mailing was sent on May 6. Nearly 1,200 letters were mailed to the Simpson Signature list, Friends, and trustees.
- The online auction remains on hold. It will be rescheduled when the library is open and operational.
- The committee will meet in June and review the 2020 Development Plan to determine if any revisions are needed.
- Sue Erdman reported that Silver Spring Township increased their donation for 2020 to \$10,000. In past years it has been \$5,000.

XIV Committee Report – Executive (Glen Osborn):

- Glen reported that the committee which continues to meet every Friday, is considering what reopening will look like. At this point there are so many unknowns. Initially, we expect that we will be limited to curbside pickups. Will be getting official information from Commonwealth Libraries. Hope to begin some service after June 4.

- Jim Van Kirk was thanked for building the Plexiglas shields that will be used at the circulation desk when the library reopens.
- XV Committee Report – Finance (Jim Van Kirk): Jim reported that the committee has not met.
- XVI Committee Report – Governance (Cindy Mortzfeldt):
- April 15, 2020 meeting notes were provided.
 - The committee reviewed the evaluation survey responses for the March retreat. The committee will discuss a cultural competency plan at its May and June meetings.
- XVII Committee Report – Operations (Leah Roshetar): Leah reported that the committee’s April 14 meeting was cancelled. The committee will meet on June 9.
- XVIII Committee Report – Program Evaluation (Patty Sanker): Patty reported that the evaluation of teen programs is scheduled for May 21.
- XIX Committee Report – Property (Earnie Zimmerman): Earnie reported that the committee did not meet. It will meet after we receive more information/guidelines on the cleaning requirements for reopening the library. Our cleaning procedures will need to be reviewed.
- XX Committee Report – Public Relations and Marketing (Marilyn Zywiec):
- The committee met on May 5, 2020. Marilyn noted that marketing of the library and its programs/services continues throughout the closure.
 - The committee began its consideration of a marketing policy with a brainstorming session. It will be discussed again at the June 2 meeting.
- XXI Strategic Plan – Cindy Mortzfeldt noted that there was nothing new to report at this time but asked the committee chairs to keep their committees’ goals in the forefront of their work.
- XXII Cultural Competency – No Report
- XXIII Executive Director’s Report (Sue Erdman):
- April 2020 Executive Director’s Report was provided.
 - Sue reported that the items she planned to highlight in her report were covered earlier in the meeting.
- XXIV Sharing for the Good of the Order: Glen Osborn and other trustees expressed their good wishes for Sue’s continued recovery from surgery.
- XXV Glen Osborn adjourned the meeting at 8:19 pm.

Respectfully submitted,

Judy K. Souleret
Secretary