

## **Library Board Minutes**

February 13, 2017

Bethlehem Area Public Library

President Cathy Reuscher called the meeting to order at 7:00 p.m.

ATTENDING: City – Jane Gill, Olga Negrón, Cathy Reuscher, Emil Signes, Sharon Yoshida

Bethlehem Township – Janet Barry, Thomas Nolan

Fountain Hill – Annamarie Jordan

Hanover Township – Jack Nagle

Staff – Josh Berk, Liza Holzinger, Erin Poore

Other – Terence Faul (King, Spry, Herman, Freund & Faul), Elyse Geyer (Buckno Lisicky)

ABSENT: City – Marie Sterlein, Julie Zumas

The January minutes were approved as corrected in a motion made by Jane Gill, seconded by Jack Nagle, and passed unanimously.

The December financial report was approved, subject to audit, in a motion made by Jack Nagle, seconded by Sharon Yoshida, and passed unanimously.

### **DIRECTOR'S ORAL REPORT:**

1. Director Berk presented the library's 2017 Goals in a PowerPoint presentation:
  - a. 500 library activities for kids with 16,500 children reached in total for these events
  - b. 65,000 sessions on public computers (this number may be revised to track minutes instead, if feasible)
  - c. 550,000 items checked out (includes e-Books, AV items, physical books at all locations)
  - d. 450 hotspot check-outs (new for 2017)
  - e. 150 bike check-outs (new for 2017)
  - f. 225,000 visitors to Main Library (door counter) 35,000 visitors to South Side Branch (door counter)
  - g. 200 library events for adults with 3,000 attendees at these events
  - h. 15,000 articles read by patrons in library databases
  - i. 3,400 new library cards for local residents
2. The Director's Goals for 2017:
  - a. Close out Room To Grow project
  - b. Convert South Side Branch boiler to natural gas
  - c. Launch new website (bapl.org) and include new digital collections as a "digital branch"
  - d. Expand hotspot lending

- e. Host at least one author visit
  - f. Host at least one literature conference
  - g. Participate in Scan-PA
  - h. Participate in the American Library Association's "Literary Landmark" program, since the Main Library was built on the site of 20<sup>th</sup> century poet Hilda Doolittle's childhood home
  - i. Switch to a new library software system that is more economical
  - j. Renovate former Youth Services room (Bob Cohen Room)
3. Director Berk outlined plan to increase library usage by instituting library card drives in area schools, promoting library card sign-ups in various ways, taking advantage of National Library Card Sign-up month, and offering more and better digital collections.
  4. Director Berk discussed various promotional efforts which include sending flyers home to every public, private, and charter school student, presentations in Bethlehem Area School District and other area schools, outreach events, announcements in Township newsletters, BAPL eNewsletter sent to approximately 10,000 patrons, social media presence on Facebook, Twitter, Instagram, bapl.org blog, YouTube videos, and press releases to newspapers, radio, TV, and community calendars. New for 2017 are pop-up libraries (a cart full of books and information about the library that can be left in waiting rooms). He is also considering a billboard campaign, but the cost is approximately \$1,000 a month.

## **REPORTS:**

1. City of Bethlehem – Sharon Yoshida reported that Friends of the Library recently gave \$5,000 for children's programs and \$2,000 for adult programs.
2. Bethlehem Township – Tom Nolan reported that Bethlehem Township Commissioners will not have a referendum on the ballot for a special tax for library service. The board is considering a full-scale study to determine Township usage.
3. Fountain Hill – Annamarie Jordan noted that the Borough's website should launch soon.
4. Hanover Township – Jack Nagle reported that Board Supervisor Mike Prendeville was very impressed by his recent tour of the library. He would like to raffle off a Kindle to encourage more residents to get library cards.

## **OLD BUSINESS:**

1. Attorney Faul answered the questions regarding the composition of the Library Board. Ninety-two State libraries have boards that exceed the State Library Code's stipulation. Our Board formation predated the Library Code and, therefore, might not have to adhere to the regulation. The Board represents the funds contributed to the

library: 65% of the funds come from the City of Bethlehem (seven board members), 20% come from Bethlehem Township (two board members), 10% from Hanover Township and 4% from Fountain Hill (one member each).

**NEW BUSINESS:**

1. Review of the Standing Committees was tabled until next meeting.

Emil Signes made a motion to adjourn. The meeting was adjourned at 8:30 p.m. The next meeting date is March 13.

Respectfully submitted,

Liza Holzinger, Staff