

Library Board Minutes

February 12, 2018

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, Sharon Yoshida,
Julie Zumas

Bethlehem Township – Randi Blauth, John Merhottein

Fountain Hill – Annamarie Jordan

Hanover Township – Jack Nagle

Staff – Josh Berk

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

ABSENT: City – Emil Signes, Marie Sterlein

New Board member Randi Blauth, representing Bethlehem Township, was introduced.

The election of officers for 2018 was held. The following officers were elected:

President - Sharon Yoshida
Vice-President - Cathy Reuscher
Treasurer - Olga Negrón
Secretary - Annamarie Jordan

The December minutes were approved in a motion made by Jane Gill, seconded by Cathy Reuscher, Randi Blauth with abstaining.

The November and December operating funds, subject to audit, were approved in a motion made by Jack Nagle, seconded by Cathy Reuscher.

DIRECTOR'S ORAL REPORT:

1. In addition to the emailed report, Director Berk discussed the end of year statistics. The library's goals were met and exceeded in most areas.
2. Kanopy, a film streaming service, will be available on the website February 13. This new innovation is an exciting addition to our many popular library services.
3. Kate Racculia has been hired for the part-time Development and Marketing Specialist position. A discussion was held as to what her duties will include, and it was suggested that Director Berk provide a report to the Board that tracks her progress.

4. Randi Blauth requested the library furnish Bethlehem Township with flyers and additional library information.
5. Jack Nagle raised the question of a service statistics error. Director Berk explained a spreadsheet error occurred in a previous month. A request was made for year over year goal figures to be available for the last two years.

REPORTS:

1. City of Bethlehem – Congratulations were extended to Olga Negrón on her appointment to the Governor’s Advisory Council on Library Development.
2. Bethlehem Township – Director Berk met with Township Commissioners to discuss increased library services for the township. The long awaited results of the Township Survey will be available at the end of March. A discussion about exploring the possibility of reaching out to the Borough of Freemansburg to rejoin the library was held.
3. Fountain Hill – A Community Day is scheduled for June 9, to coincide with the opening of the Fountain Hill Pool. The local business community will be participating, bringing all of their specialties to the party. The library’s presence at this even will greatly add to the festivities.
4. Hanover Township – none
5. Friends of the Bethlehem Area Public Library – The Friend's 2018 fundraiser will be held on April 24. This year's theme is Roman Holiday. The event will be chaired by Kate Racculia. All proceeds will be used for the Cohen Room and other various programs. All are invited to donate something special to be included in the wonderful silent auction to be held at this event.

COMMITTEE REPORTS:

1. Evaluation Committee: The Director's evaluation forms have been completed and turned in. President Yoshida will update the Board when she obtains them.

OLD BUSINESS:

1. Strategic Planning Survey Update: It went out in late 2017. A Lehigh student has been hired to work on the survey and is preparing a presentation for the Board.
2. Cohen Room Update: The schedule has altered a bit due to a change in current donations. It will be done in two phases with the dividing wall being done in six months. Bids will be entertained for the project.

3. Some concern was raised about perceived declining usage of the library and competition from various book stores. A discussion was held about the possibility of implementing a coffee shop in the Cohen Room as an additional incentive for library patrons.

NEW BUSINESS:

1. President Yoshida led a discussion on various ideas for Board committees. Some suggestions include fund development, raising awareness, marketing, and education for Board members. An email will be sent and any thoughts on existing or future committees.
2. Jack Nagle inquired as to the possibility of utilizing Moravian Academy's parking lot for library patrons during the summer months.
3. Jack Nagle suggested a future goal for the library would be to investigate the idea of the Bethlehem Area Public Library and the Bethlehem Area School District's libraries interface in some way.
4. Director Berk requested the Board to address the issue of who will be the designated individuals to sign the library's checks. A motion was made by Olga Negrón and seconded by Julie Zumas to have Director Berk and Vice-President Reuscher to continue to sign checks until the March Board meeting. The motion passed unanimously.

The meeting adjourned at 8:15 p.m.

Respectfully submitted,

Annamarie Jordan, Secretary