



INDIAN VALLEY PUBLIC LIBRARY
Board of Trustees Meeting
January 21, 2021

Call to order

Election of officers

Minutes of the December 17 meeting

Reports:

- Treasurer's Report/ Financial Statements
- Director's Report
- Monthly Statistics
- Report to the Municipalities

Committee Reports

- Facilities
- Foundation of Friends
- Personnel

Old Business

New Business

- Joint meeting with all municipalities

Public Comment

Adjournment

Next Meeting: February 18, 2021

The December 17, 2020 meeting of the Board of Trustees was called to order by the president, Alexander Grande at 8:00 AM.

Members attended virtually through Zoom. Present – Cassie Balzer, Alexander Grande, Darren Johnson, Suzi Leonard, Wendy Leshinskie, Penny Price, Margie Stern, Beth Styer, Victor Verbeke.

Absent- JoAnne Strom.

Foundation of Friends - Al Engel, Joe Devlin, Steph Kazanjian, Bud Leister, Tim Mininger, Jim Styer, Stephanie Kazanjian

Minutes of the November 19 meeting were reviewed. Motion to approve by Beth Styer seconded by Penny Price. The minutes were approved. Minutes are now posted on the website.

Reports:

- Treasurer's Report - The treasurer's report was reviewed. Deficit is reflected in report but not as bleak as it could have been. Darren projects it might come close to balanced, which under the circumstances, is pretty amazing. Beth Styer made a motion to approve and Penny Price seconded. The motion was approved.
- Director's Report
 - All programs, children's, teens and adults, continue to be held virtually with a wide variety of programs for all interest levels.
 - Library visits remain steady although greatly decreased over last year.
 - Online events continue to be popular
 - 2020-2021 Annual Appeal – at this point \$38,000+ has been received.
 - Staff continues to attend online training sessions and participate in workshops
 - New phone system installed. New copier contract in place.
- Monthly Statistics – Monthly visits and circulation holding steady, digital/ebooks increasing.
- Report to the Municipalities – Focus on review of 2020 events. Thank you notes sent by individual representatives to their municipalities.

Committee Reports

- Facilities – Ongoing minor leaks, staff is staying alert. Keystone grant meeting in January with Souderton, who sponsors the Keystone Grant application.
- Foundation of Friends' Meeting schedule established. Jim Styer highlighted the accomplishments of the last year. Spring membership drive added 200 FOF members, FOF met with other foundations and local municipalities and regional leaders. Future meetings will be in December or possibly January.
- Personnel – Executive committee elections will be held in January. Informal discussion with the director held in November, highlights were shared with board, formal director evaluation will be in December.

Old Business

- CARES ACT District Grant
 - Disposal of Surplus Equipment or Materials - Motion made by Victor Verbeke seconded by Darren Johnson. The motion was approved.
 - Bid and Procurement Policy When Using Federal Fund - Motion made by Darren Johnson seconded by Beth Styer. The motion was approved.
 - Investment Management and Banking Policy - Motion made by Penny Price seconded by Wendy Leshinskie. The motion was approved.
- 2021 Budget - Motion made by Wendy Leshinskie to approve the 2021 budget, seconded by Penny Price The motion was approved. Review of the budget will be revisited as needed
- New Business
 - Library Holiday Schedule 2021 Schedule reviewed, questions Motion by Wendy seconded by Victor The motion was approved

There being no public comment, Alexander Grande moved for adjournment at 9:07 and Darren Johnson seconded. The motion was approved.

Respectfully submitted,

Catherine S. Balzer

Next Meeting: January 21, 2020

Director's Report December, 2020

PUBLIC SERVICES

Total circulation for December decreased only -16.59% as compared to last year at this time. Overall, circulation was down -38.10% from last year. Last year we had the highest circulation (401,896) of items ever. This decrease in circulation, of course, was due to the library being closed for three months and then limited opening for the remainder of the year. The use of e-resources (streaming video, eBooks and eAudio) increased this year.

The library provided services for 24 days during the month of December. On December 14 we closed the library for Grab and Go services and went to Curbside Pickup only. This was done as a result of rising Covid 19 cases in Montgomery County and Pennsylvania. We had expected to stay closed for three weeks but extended that an additional two weeks.

People

Objective 1.2 Offer quality programs for children, teens and adults

All programs, children's, teens and adults, continue to be held virtually.

Preschool

14 programs were held with 159 children and 107 adults in attendance.

Facebook Live Views: 70

Engagements: 505

Reach: 2651

Included in these programs were: 5 Tuesday Tales programs and 5 Quiet Time programs on Facebook. We also offered 3 Wild Card Thursday programs and 1 holiday singalong on Zoom.

School age

2 programs with 32 children and 21 adults were held this month. Included in these programs were: 1 book cover puzzle and 1 trivia night on Facebook.

Teens

6 programs were held with 53 teens and 21 adults attending. 2 of these programs were STEM with 31 teens and 8 adults in attendance.

Facebook Live Views: 19

Engagements: 84

Reach: 1310

Included in these programs were: 5 Tween Tuesdays (Facebook), and 1 TechGirlz (Zoom).

Self-directed Programs

1 Grab N Go Winter Theme (77).
 (7) people participated in the Science of Holiday Cooking Kahoot challenge.
 (13) people participated in the Book Cover Puzzle.

2 families registered for 1000 Books before Kindergarten

24 adult programs with 856 participants were held in December.

Thursday Night Book Club Discussion – 12/3	12
Chick Lit Book Club – 12/9	6
It’s a Mystery Book Club – 12/9	10
Monday Morning Book Club – 12/14	8
Pages & Pints Book Club – 11/18	0
Online Quizzo with Katie Nicholson - Tuesdays	
12/1 - 46 12/8 -49 12/15 - 49 12/22 – 53 12/29-53	250
One-on-one tech help – email or phone (Nicole H/DeAnne O)	8
Genealogy Sessions (Mary Porter)	1
Pearl Harbor: A Day of Infamy 12/1	73
The Seagoing Cowboys of Telford, PA 12/8	
• 76 present/ 125 views on YouTube	201
Roads to Valley Forge: The Battle of Whitemarsh 12/10	82
Creating Christmas: How a Centuries Old European Celebration 12/16	
• 74 present/ 126 views on YouTube	200

Total 856

Platform

Objective 3.2 Build and maintain programs for all ages to become proficient with and better understand digital technologies.

One-on-one technologies help (8).

People

Objective 1.3 Continue to reach out in the community to build awareness of library services.

In the month of December, a total of 5 newsletters were sent to a total of 6,037 contacts.

- Jan. – IVPL Newsletter (sent 12/31/20)
 - 26% open rate with a 11% click rate
- Dec. 27 – Weekly Youth E-Newsletter
 - 29% open rate with a 5% click rate
- Dec. 20 – Weekly Youth E-Newsletter

- 29% open rate with a 6% click rate
- Dec. 13 – Weekly Youth E-Newsletter
 - 27% open rate with an 10% click rate
- Dec. 6 – Weekly Youth E-Newsletter
 - 28% open rate with a 3% click rate

Other emails blasts:

- 12/11/20 – Curbside announcement
 - 27 % open rate with a 3% click rate
- 12/9/20 – Creating Christmas
 - 22% open rate with a 4% click rate
- 12/4/20 – Roads to Valley Forge – The Battle of Whitemarsh
 - 21% open rate with a 6% click rate
- 12/3/20 – Seagoing Cowboys
 - 28% open rate with a 6% click rate

Social Media

- Facebook Page Likes- 3,057
- Instagram followers- 800

Platform

Objective 3.1 Provide current materials of high interest in a variety of formats—e.g., books, magazines, electronic data, videos and recordings—for people of all ages.

Technical Services processed 287 books (210 juv., 5 YA, and 172 adult), 28 ebooks/eaudio, 72 periodicals, and 125 AV items in December. 9 ebook/eaudio, 336 books (114 juv., 56 YA, and 166 Adult), 1,113 periodicals and 84 AV items were discarded. 163 books, 35 AV items and 1 periodical were repaired in the book hospital.

Overdrive: 1011 Audiobooks, 1468 eBooks:

Axis360: 301 Audiobooks, 594 eBooks:

RBdigital magazines: 234

RBdigital streaming:

Acorn TV: 473 views

HOOPLA: 226 Audiobooks, 254 ebooks, 39 comics, 94 movies, 22 music, 61 TV

Internet Use—Public Computers: 210 uses

Wireless Internet Use data transferred: 5941 mb uploads, 45320 mb downloads; 130 uses

Website: 7323 site sessions and 3371 unique visitors. Most popular pages (6762 page visits overall): e-books & e-audiobooks, curbside pickup, e-learning, museum passes.

Assabet Study Rooms: 74 uses

1 Museum Passes and 12 HotSpots circulated in December.

PERSONNEL

People

Objective 1.4 Support staff to continue to grow their skills and talent.

December 6	Nicole	Webinar	Effective Altruism	WANBAM	1 hour
December 8	Nicole	Webinar	Social Distance Gaming	Georgia Youth Services	1 hour
December 10	Angela	Meeting	Youth Services Meeting: Montco	Tracee	1 hour
December 14	Nicole	Meeting	The Intersectionality of Racism & Antisemitism	Coalition for Racial Equity and Social Justice	1.5 hours
December 17	Nicole	Meeting	T3 - Train the Trainer - YALSA	YALSA	1 hour

Nick attended:

- Donor Perfect: How to Position Your Nonprofit for Fundraising Success in 2021.

DeAnne attended:

- Longwood Gardens Community Reads Kickoff
- PLA- Providing Senior Services in a Covid-19 World
- Library Journal- Be Your Community's Career Development Anchor

ADMINISTRATION

I completed documentation and submitted required paperwork for the MontgoStrong grant.

I re-submitted documentation for EITC Renewal.

I was on vacation from December 24th-January 3 and then out sick January 6-10.

I met with the FOF Board.

Robbie, Alex, Darren, Victor and myself had a very positive meeting with the new State Representative, Tracy Pennycuick who represents the 147th District (Lower Salford). She is very supportive in libraries and is interested in helping in any way with IVPL.

I wrote a letter to each staff member informing them that there would be no increases in salary for 2021. I expressed the gratitude of the board and myself for all the hard work they did in 2020 by individualizing each letter with personalized comments regarding their work.

BOARD

I attended the Ex. Board meeting.

Sustainability

Objective 4.1 Investigate and develop new private fundraising opportunities.

Annual Appeal 2020-21: 854 donors who gave a total of \$68,123. YTD

- 289 gifts in December for a total of \$37,709.58.

Our largest gifts in December include:

- 8 gifts of \$250
- 1 gift of \$300
- 6 gifts of \$500
 - Helen Loidi
 - Adam Holler
 - Linda & Vernon Martin
 - Jamie Weitzel
 - Janet Thompson
 - Melissa Motz
- 2 gifts of \$1,000
 - Gene & Carol Mattes
 - Telford Area Community Aid Foundation
- 1 gifts of \$2,000
 - Richard & Linda Nase
- 1 gift of \$5,000
 - Mary Theresa Roger