

Public Library Association of Easthampton

Board of Directors Meeting Agenda

March 13, 2023 at 6 PM

City Hall, 50 Payson Avenue

Conference Room #1

Attendance: Laurel Gardner, Joanne Schmidt, Colleen DelVecchio, Sean Bates, David Ingraham, Lori Ingraham, Tenaya Read, Katya Schapiro, Marjory Zaik, Sean Casey, Elizabeth Appelquist

Call to Order, Welcome, Introductions – Elizabeth

Meeting called to order at 6:02.

Approve Minutes – January 16, 2023 Board of Directors Meeting. Laurel moved to approve. Lori seconded. All were in favor.

Conversation with Patricia Hill: Potential Fundraiser

Patricia Hill recently provided fundraising support for nine months for International Language Institute in Northampton. For her proposed Phase 1 operational phase, she is proposing activating essential features of Little Green Light software, for which we already have a subscription, and to work on revising website language and structure regarding donation. She is thinking about ways to appropriately utilize library membership cardholder database to build a community for outreach, which will include fundraising outreach. She is planning to donate her services for Phase 1 on a voluntary, unpaid basis. Her proposed Phase 2 campaign development and management ideas include a spring appeal and a winter year-end appeal. Tasks will include developing messaging, writing content, scheduling outreach to new and existing donors, tracking donations, and reporting on results.

Laurel moved that Elizabeth call Patricia to request a contract for her fundraising support work as detailed in her proposal. David seconded. All voted in favor.

Building Update/Answer any questions re: process – Elizabeth. There are no updates. No one had any questions regarding the process.

Onboarding Process Discussion – Elizabeth. Elizabeth put the MBLC Library Trustee handbook in our Google Drive. Colleen offered to share the recording of a recent board member training she conducted for another organization.

Committees Discussion – Elizabeth. Elizabeth would like to gain clarity on the composition and purposes on our committees as outlined in the by-laws, starting with the building committee. Katya outlined what a building committee could help her with, both the finance of the building and the construction process. For clarity, we reread the section of the by-laws dealing with committees. Sean Bates copied the by-laws, took notes on the committee sections of the by-laws, and put it in the Google Drive.

Library Director's Report/ Library Enhancements List – Katya Schapiro. We are deep in budget season. Katya is coming up with work plans around the building and fundraising and the strategic plan, which is very ambitious. The ramp is the current major project. All faucets had to be replaced recently, as they were more than 50 years old. We are working on an improved social media strategy. We have been working with community partners, including Easthampton Neighbors and the Senior Center. The e-bike needs repairs, is currently not up and running and needs recommendations for someone who can service the battery. Katya reached out to Will Bundy about space for the spring book sale.

Treasurer's Report – Sean Casey.

The endowment value as of 3/13/2023: \$2,299,909.99. Endowment performance:
As of March 13, our endowment is at \$2.29 million, down from \$2.4 million in January.

Friends Update/discussion - Lois Peirent/Elizabeth. Elizabeth revisited the notes from the last meeting about the Friends, in which Lois proposed that the Friends of the Library by-laws be suspended and that the Friends of the Library becomes an Events Committee with an emphasis on engaging the community and raising funds through events. Katya will send Elizabeth the Friends of the Library by-laws documents. Date for spring book sale is third Saturday in May. This year is May 20. Joanne will make a list of preliminary tasks and a timetable.

Other Business -- June Corporators Meeting Location Discussion. The meeting will be held in a pavilion at Nonotuck Park.

Library Director Evaluation Forms/Process – Elizabeth.

Meeting was adjourned at 8:19PM. David moved to adjourn. Joanne seconded. All in favor.

Submitted by Marjory Zaik

Upcoming Meetings:

Corporators – June 22, 2022 - 6PM (Nonotuck Park)

Board of Directors – May 8th - 6PM (50 Payson, Conference Room #1)