

FINAL

WYCKOFF LIBRARY BOARD OF TRUSTEES

September 18, 2013 Meeting Minutes

7:30 pm, Wyckoff Public Library, 200 Woodland Avenue

“The September 18, 2013 Regular Meeting of the Library Board of Trustees is now in session. In accordance with the Open Public Meetings Act, notice of this meeting appears on our Annual Schedule of Meetings. A copy of said Annual Schedule has been posted on the bulletin board in Memorial Town Hall; a copy has been filed with the Township Clerk, The Record, The Ridgewood News and the North Jersey Herald and News – all newspapers having general circulation throughout the Township of Wyckoff. At least 48 hours prior to this meeting the Agenda thereof was similarly posted, filed and mailed to said newspapers.”

Board Member Attendance: Vincent Antonacci, President, Mayor Rudy Boonstra, Lori Peters, Brian Eller, Tony Donato, Grace White and Lauren DeKorte.

Absent: Brian Saxton and Peggy Chagares

Staff Attendance: Mary Witherell, Library Director

Public Comment:

No comment from the public.

Strategic Plan Update:

Anne Roman and Jim Hecht, Pro Libra, began by stating that a typical strategic plan takes about six months to complete but due to time constraints with the state, the plan was requested to be completed in four months. In order to get final input from the committee, a meeting took place last week before the plan was sent out to the board members for their review. The staff needs to be comfortable with the plan since it will be used for the next three years.

The goal was to continually touch base with the Board of Trustees while going through the Strategic Plan process. Certain aspects of the plan, which include the Mission Statement, Vision and Core Values, were approved by the Board in July 2013. Once the figure from the state is determined by mid-October, the plan can be reviewed and prioritized based on the 2014 budget.

Mr. Hecht discussed the plan's table of contents which highlights what the state library wants to see in the plan. One section of the plan breaks down the different ethnicity groups. Mayor Boonstra questioned why that would be important and that he wasn't in favor of its inclusion. Ms. Roman stated that the need for the ethnicity breakdown may coincide with the addition of world language collections in Chinese for example. In order to reach a certain population, certain books or literacy programs may be directed towards a specific foreign language. The State Librarian is interested in knowing that you've looked at the census reports and are aware of the makeup of your community. It's the prerogative of the Board to include or remove certain sections of the plan. Ms. Witherell stated that the census data is factual and does lend some guidance with respect to program planning.

The technology review and assessment section determined Wyckoff to be well ahead of other libraries in BCCLS.

Strategic Plan Update (Continued):

Ms. Roman stated that the purpose is to provide a snapshot of what's happened over the last four years which include a number of significant accomplishments.

Comments received by way of surveys and interviews include an appreciation of the currency and relevance of the library's collection from the 45-65 age group. The patrons are very pleased with the new meeting rooms and want to use them to their utmost potential allowing for the most growth. The teen group, aged from 12-16, felt the space was a bit small, suggested gaming events, more E-books for teens, seasonal programming and would prefer a more comfortable setting. Other comments included adding refreshments, main floor bathroom renovations and more parking.

The 339 surveys received were 80% female which is typical. Some of the significant findings include the interest in a physical book to hold. The BCCLS online loan service is well received. One in three responses wanted improved adult programming. The reasoning for the usage of surrounding town's libraries included a better selection of DVDs, the availability of refreshments and the increased inventory or copies of bestselling books.

Interviews with community leaders were conducted by Ms. Witherell. The suggestion was to determine better ways to market the library's services. The addition of more weekend programs was suggested to reach out to working family members.

The Planning Committee adopted service responses from a listing of 18 possible choices for the library. Ms. Roman stated that the monetary needs were reviewed to determine the resources needed to implement these service priorities. Staffing requirements were discussed with respect to programming needs or for a one on one consultation with library staff.

The plan specifically detailed the six service responses for their review and final commentary. In specific, Ms. Roman provided the following observations:

- The staff's knowledge and the potential for continuing education.
- Public awareness needs to be provided. In specific, online reference databases are available from the State and the Wyckoff Public Library which isn't common knowledge within the community.
- Website improvements should include the use of Facebook and Twitter as a means to promote library events.

These observations are validation that staff resources and time are needed to move forward with these initiatives.

Strategic Plan Update (Continued):

Ms. Roman continued by listing the six (6) Service Responses each of which were followed by a number of objectives and one year's worth of action steps toward attaining the objectives.

1. Create young readers.
2. Know your Community: Community Resources and Services
3. Lifelong Learning.
4. Stimulate the Imagination: reading, viewing and listening for pleasure.
5. Information Fluency.
6. Visit a comfortable space.

Other observations include the potential for additional outside space. The capability to receive a Wi-Fi signal is available outside and additional programming can be implemented. The promotion of meeting rooms was also noted.

Mr. Antonacci questioned the Strategic Plan's submission timeline. Ms. Witherell stated that when the return of funds calculation is ready and if it is determined that money is required to be transferred, our draft strategic plan has been approved to be sent along with the proper calculation documentation to the state. The Strategic Plan is proposed to be on the agenda for the October 16 meeting for adoption.

Mr. Antonacci emphasized that adopting the plan may entail adjusting the staff and the budget to meet the needs of the three year plan. Ms. Peters stated that the steps are for 2014 but the objectives as a whole are for what needs to be achieved for the duration of the plan. The circulation report provides information with regard to ranking, population and staffing.

Ms. White questioned how the goals of the plan will be implemented. Ms. Roman stated that the action steps of the plan will be implemented to achieve the goals of plan in the next stage.

Ms. Peters stated that the existing action steps are for 2014. A new set of action steps will be created for 2015 and 2016. Measuring the success of the steps will be difficult since we don't have a baseline to measure against. Ms. Witherell will have quarterly staff meetings to gather feedback on each of the action steps and then present a report to the Board on our progress. Once a baseline is set, the 2015 steps will be guided by what we've learned and how to incrementally increase those measures.

Ms. Witherell created a chart for the Board to see where Wyckoff ranks in BCCLS regarding the amount of programming offered. The programs offered are almost at a maximum capacity and staff resources are limited.

Strategic Plan Update (Continued):

Ms. Roman stated that the library has been in transition over the last couple of years. A good portion of the collection was in storage and the transition space was much smaller. The proper determination of staff needs to be reviewed going forward.

Mr. Donato questioned if circulation is the only criteria used to rank libraries? Mr. Hecht stated that an output measure such as circulation, reference questions, program attendance and use of computers are the four basic output measures used based on a per capita basis. Wyckoff is ranked 15 based on circulation but ranked 9th based on per capita spending. Ms. Roman stated that other statistics are being used by Directors since the compass of libraries are changing.

The Board's role is to review the plan for revisions before it's presented for adoption in October. Board members had concerns about the staff resources needed to get the action plans completed. Discussions about the use of a volunteer for website purposes or students who could teach seniors technology were discussed. Ms. Roman stated that the goal is to try and keep the plan as cost effective as possible considering the current economic situation.

Ms. Witherell discussed the need for a logo to begin the process of branding the Wyckoff Public Library. All trustees were directed to provide any plan revisions by October 2. Ms. Witherell will redistribute the plan on October 9.

Ms. DeKorte joined the Board at 8:45 PM.

Construction/Building Update:

HVAC Update:

The HVAC is progressing with the walk through and final inspection close to being scheduled.

Lighting Project Status:

The contract, in the amount of \$102,700, was signed by Mr. Antonacci. The vendor is going through the proper channels to begin the project. The Department of Consumer Affairs (DCA) was contacted to get the permit process moving and the drawings are being prepared for presentation to the DCA.

AV System Walkthrough:

A final payment of \$6,050 will be approved and paid to OSI, Audio Visual vendor, once all items on the punch list are repaired. Certain ongoing issues with DVD players and sound are also on the repair list. An e-mail was sent to the vendor last night after an embarrassing audio visual incident took place during a scheduled programming event. The program was halted 45 minutes due to a faulty DVD player. Ms. Witherell is planning to prepare a timeline of all ongoing incidents which will then be forwarded to Joe Voytus for his guidance. The issues have been ongoing for a year.

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Parking Lot Update:

Two years ago, Beatty Harvey Coco Architects provided a proposal for services and a drawing that depicted the parking spaces increasing from 51 to 73. Their design fees were \$35,000. A rough estimate for the construction was proposed at \$160,000. The renovation did not include a change in the parking lot lighting fixtures to a downward broadcast which would take care of the neighbor's lighting issue with the library.

Incidents have become an issue with parking at the library during sports events. The Police Department has been notified in an attempt to free up some space for patrons and employees on the weekend. A CERT volunteer is proposed to be at the Board of Health Influenza Program, to be held at the library, to assist with the traffic flow in the parking lot. Ms. Witherell had discussions with Police Chief Fox, Bob Shannon and Mayor Boonstra on the parking issue. Chief Fox is proposing to have signs for Sports Parking directing people to park in the lot along the railroad tracks. The striping in that lot needs to be improved.

Mr. Antonacci questioned if the township would be able to assist with offsetting some of the costs of increasing the parking lot capacity. Mayor Boonstra stated that he would speak to Scott Fisher and Bob Shannon. An idea would be to go out to bid since the existing plan is two years old. Ms. Witherell questioned if the footprint of the parking lot could be expanded into the woods. Mr. Antonacci stated that Chris Sepp reviewed that option but found that there wouldn't be anything significant gained.

Ms. Witherell and Board members discussed the desire for an outside patio. The positioning of the patio was under contention. Ms. Witherell will await further discussion from the Board.

Other Construction/Building Matters:

None to report.

Secretary's Report – August 21 Meeting Minutes:

Ms. Peters made a motion to approve the August 21 meeting minutes as revised. Mr. Donato seconded the motion. Voting in favor: Mayor Boonstra, Mr. Antonacci, Ms. DeKorte, Mr. Donato, Mr. Eller, and Ms. Peters.

Treasurer's Reports:

August Treasurer's Report – Operating:

Ms. Peters made a motion to approve the August Treasurer's Operating Report. Mr. Donato seconded. All Board Members voted in favor.

September Voucher List – Operating:

Ms. Peters made a motion to approve the September Operating Voucher List. Mr. Eller seconded the motion. All Board Members voted in favor.

Update on Shared Services:

A meeting was held with respect to Shared Services about a month ago with the Township. The main task would be for the township to assist with the Payroll. Ms. Witherell was encouraged when she spoke with a few of the directors from other libraries that have the township do their payroll. ADP has not been working for a number of reasons. In particular, the bookkeeper would still need to file the New Jersey state taxes. The transfer of this duty to ADP was the main reason for the conversion in the first place. Ms. Witherell stated that the directors indicated that the fee for the increase in employees on their payroll's vendor roster was charged back to the library. Some of the townships require a resolution to be passed when a new employee is hired which is a concern.

The staff will have the ability to purchase dental and vision which is an added benefit to the employees. The decision would need to be made by the first of the year. Mayor Boonstra questioned if Ms. Witherell's survey with the other libraries indicated what type of inter-local or shared service contract, if any, they had with the municipality. It's typical for there to be an inter-local or shared service resolution or agreement between the two parties. Ms. Witherell stated that she only discussed the Payroll process in specific. For example, some libraries don't have to send the funds to the townships because they deduct it from the quarterly appropriations that are sent to the library. Mayor Boonstra stated this shared service would be beneficial for all parties. Another meeting will be held to move the process along. Mr. Antonacci stated that a meeting with the Finance Committee will determine the next step in order to get it on the agenda for adoption at the next meeting.

Mayor Boonstra had another engagement and left the meeting at approximately 10:00 PM.

Update on 2012 Audit:

A new team from Lerch, Vinci and Higgins came to the library and spent 2 ½ days on site. All necessary documentation was provided to the auditors in advance. Ms. Witherell is awaiting a final report.

Other Financial Matters: None to report.

General

Comp Time:

Ms. Witherell noted that there are fewer occurrences of comp time and the existing bank of comp time is trending downward.

iPads Status:

The iPads are ready with 36 apps installed on each one. A meeting with the staff to discuss the proper procedure needs to take place before they're rolled out.

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Trustee Accounting:

The Library Board as a whole needs to log seven (7) hours a year of trustee education. The board is currently one (1) hour short. Ms. Witherell suggested the Trustee Academy, which provides a series of online courses. A site license, which is free, would need to be requested for Wyckoff. The board members were in favor of ordering the license for our future trustee education needs.

Director's Report:

Ms. White questioned the need to potentially close for two Saturdays for the upcoming ECCR fair. Ms. DeKorte stated that it's typical to close due to the amount of traffic. Ms. Witherell stated that it would be difficult not to close the library as scheduled if the fair is determined to be cancelled last minute. The staffing requirements become very difficult going forward.

The Board adjourned at 10:10 PM.

Vince Antonacci, Board President

Mary Witherell, Library Director