

MINUTES OF THE MEETING OF THE BOARD OF TRUSTEES

OLD BRIDGE PUBLIC LIBRARY

July 14, 2004

Present:

Steven Goldman, President
Mary Chamberlain, Vice-president
Mary Gannon, Treasurer
Linda Seiler, Trustee
Kathryn Arabia, Trustee
Barbara Cannon, Mayor's Alternate
Margery Cyr, Director
Maria Nowak, Executive Assistant

Absent:

Joseph Nuzzo Secretary

Guests:

Diane Meyer and Shirley Zuk
Scott Smith, Esq.

The President called the meeting to order at 7:35 p.m. and announced that the meeting had been advertised and would be conducted in accordance with the Sunshine Law. The Vice President called the roll in the absence of the Secretary.

Minutes

Motion: made by Barbara Cannon, seconded by Kathryn Arabia, to approve the Minutes of June 9, 2004 as amended. Vote: 4 yes; Mary Chamberlain and Mary Gannon abstained.

Finance

Mary Gannon informed the Board she had pulled a bill in the amount of \$75.00 for discussion in executive session.

Motion: made by Mary Gannon, seconded by Mary Chamberlain, to approve the bill listing in the amount of \$122,660.45. Unanimously approved

Movement of Monies

Motion: made by Mary Chamberlain, seconded by Linda Seiler, to approve the movement of \$42,115.19 from the FY 03/04 budget to Commitments Payable line items as follows to cover outstanding bills for books, audio-visual and to other outstanding invoices:

AMOUNT	03/04 BUDGET	COMMITMENTS PAYABLE
2,142.04	Books	Books
6,022.45	Payroll	Books
14.45	Building Repairs	Books
8,178.94		
69.40	AV	Payroll
2,957.22	Payroll	AV
3,026.62		
1,886.23	Library Supplies	Library Supplies

7.07	Payroll	Library Supplies
1,894.30		
4,081.26	On-line Services	On-line Services
798.30	Automation	On-line Services
7,626.59	Payroll	On-line Services
12,505.15		
150.00	Accounting	Accounting
120.00	Accounting	TTD
230.00	Accounting	Advertising & Publicity
287.50	Payroll	Advertising & Publicity
517.50		
534.00	Payroll	Furnishing & Equipment
8,675.44	Payroll	Building Maintenance (Central)
1,643.00	Payroll	Building Maintenance (LH)
340.00	Payroll	Equipment Maintenance
2,825.84	Payroll	Processing Supplies
567.78	Custodial Supplies	Custodial Supplies
335.62	Payroll	Custodial Supplies
903.40		
800.00	Payroll	Postage

Unanimously approved

Motion: made by Linda Seiler, seconded by Mary Chamberlain, to approve the movement of \$23,623.72 from FY 03/04 budget to Commitments Payable line items as follows to cover funds needed for building maintenance at Laurence Harbor, library furnishings & equipment and outstanding invoices:

AMOUNT	03/04 BUDGET	COMMITMENTS PAYABLE
2,795.99	Payroll	Furnishing & Equipment
7,947.56	FICA	Furnishing & Equipment
3,567.49	Telephone	Furnishing & Equipment
549.97	Disability Ins.	Furnishing & Equipment
515.79	RAE	Furnishing & Equipment
1,097.14	Legal	Furnishing & Equipment
176.20	MF	Furnishing & Equipment
276.58	Processing Supplies	Furnishing & Equipment
72.93	Audit/Bond	Furnishing & Equipment
0.35	Utilities (LH)	Furnishing & Equipment
17,000.00		
185.50	Building Maintenance (LH)	Building Maintenance (LH)
1,814.50	Building Repairs	Building Maintenance (LH)
2,000.00		
2,623.31	Advertising & Publicity	Advertising & Publicity

1,652.28	Building Maint. (Central)	Advertising & Publicity
27.07	Audit/Bond	Advertising & Publicity
201.32	Utilities (LH)	Advertising & Publicity
119,74	Building Repairs	Advertising & Publicity
4,623.72		

Motion: made by Kathryn Arabia, seconded by Mary Chamberlain, to approve the movement of \$67,928.00 from FY 03/04 Emergency Appropriation to Library Emergency Account. Unanimously approved.

Motion: made by Kathryn Arabia, seconded by Barbara Cannon, to approve the revised FY 03/04 budget in the amount of \$1,706,506.99. Unanimously approved.

PERSONNEL

Resignation

Motion: made by Mary Chamberlain, seconded by Linda Seiler, to accept the resignation of Library Page, Lucia Shay, effective May 29, 2004. Unanimously approved.

Appointments

Motion: made by Barbara Cannon, seconded by Kathryn Arabia, to approve the hiring of Library Page, Adrienne Vogt, at an hourly rate of \$5.25 effective June 28, 2004. Unanimously approved.

Motion: made by Barbara Cannon, seconded by Kathryn Arabia, to approve the hiring of Library Page, Kristina Guardino, at an hourly rate of \$5.25 effective June 28, 2004. Unanimously approved.

Motion: made by Barbara Cannon, seconded by Kathryn Arabia, to approve the hiring of Library Page, Susan Ozcelik, at an hourly rate of \$5.25 effective June 29, 2004. Unanimously approved.

Union Negotiations

Mrs. Cyr reported the Personnel Committee and the Union are making progress in the contract negotiations.

Statistics

The Board was extremely pleased with attendance in the Library. Mrs. Cyr informed the Board the Library is having an extremely successful summer. The Library is busier than it has been in several years.

Statistics were placed on file.

Director's Report

The Board reviewed the Director's Report and discussed various aspects of it.

OLD BUSINESS

Lighting Project

Mrs. Cyr informed the Board the lighting project is now scheduled to begin on Monday, July 26; confirmation should be received by the end of the week. The fixtures are expected to be received on July 23, 2004.

Laurence Harbor Branch

The carpet for the branch is scheduled to be installed on Monday, July 26, 2004. It is anticipated that the installation may take

three days. The Branch is scheduled to be closed on Monday, Tuesday and Wednesday; but will open as soon as the project is completed and the space is put back in order.

Staff Name Tags

Mrs. Seiler asked about the issue of name tags as she has not noticed Library staff wearing them. Mrs. Cyr said that the issue of name tags is on the agenda for the Department Head meeting next Thursday.

Reimbursement for Mileage for Board Members

Mr. Goldman asked Maria Nowak if she had checked with the auditor about mileage reimbursement for Board members. Mrs. Nowak had spoken with the auditor and was informed that there must be either a motion or policy passed by the Board of Trustees approving reimbursement and a dollar amount must always be included.

Mr. Goldman asked if there was a policy concerning this. Mrs. Nowak said there had never been a policy on reimbursement of mileage to Board members. Mr. Goldman thinks the Library should have a policy about this.

Mrs. Seiler stated most volunteer Boards have something which states no members will incur personal expenses. Mr. Goldman asked Mrs. Seiler to get a sample policy from another Board.

Mr. Goldman said he will then have the Policy Committee discuss the issue and asked for their recommendation.

This item was tabled and will be placed on the agenda for the September's meeting.

Summer Reading Program Banners

Mrs. Cyr informed the Board that the hanging of the banners has been a challenge. The paperwork has been done requesting an extension so that the banners can hang until the end of August and it is on the Township Council's agenda on Monday night.

Mrs. Cyr informed the Board she has made arrangements with the company who made the banners to now hang them.

NEW BUSINESS

Public Awareness of the Library within the Community

Mrs. Cyr introduced new staff member Ralph Oppenheim, Head of Support Services. Mr. Goldman welcomed Ralph Oppenheim asked he tells a little about himself.

Ralph Oppenheim stated he has worked as a Director of a college library and worked in public libraries as community relations, development specialist and reference librarian.

The Board began a discussion on public awareness and the Library.

Mr. Goldman feels one of the things the Library as been short on over the years is letting the public know what the library has and making the public aware of what the Library does.

Mr. Goldman said with times being tough the Library must be an advocate for itself so when we go to the Township Council for funding we can get the needed support from the public.

Mr. Goldman asked Mr. Oppenheim how the Library could go about raising funds for the Library.

Mr. Oppenheim spoke of the creation of a foundation will be the first step in linking philanthropy to the Library. The plan is to follow the orthodox principles of fundraising that have shown to work year in and year out. Once a foundation is created, some important fundamental documents will be created that will explain to the public the purpose of the foundation. The principal one will be a "Case for Financial Support" which will present in a straightforward way the mission of the foundation and why people should support it. Other documents will go into detail to answer questions about how and why people can give. Developing an identity for

a new foundation is probably the most crucial task. The most important undertaking will be an annual giving program: possibly through direct mail. Prospect research should go on that will identify potential donors. Cultivation of prospects is a long-term proposal that ideally lead to major gifts.

Mrs. Cyr said it would be helpful to both her and Ralph Oppenheim if the Board had a discussion on what their priorities are.

Mr. Goldman said there are many outside organizations that might be willing to donate to the Library; making presentations to these organizations about the Library and what the Library offers to the community is important.

Mrs. Gannon feels the public does not know how much health information can be obtained in a Library and the variety of business information which is also available. Mrs. Gannon said maybe by creating a health and business center here at the Library may help.

Mrs. Cyr reported the Library and the Old Bridge Hospital are currently working on a joint project to development the health and medical resource area here at the Library.

Mrs. Cannon said the Library may be able to use the Chamber of Commerce organization to help us with presentations.

Mr. Goldman said creating a monthly cable television show has been talked about. Mrs. Chamberlain said she thought this was being done last year. Mrs. Cyr said we lost the staffing for the coordination of the show.

Mrs. Seiler reported she has been talking with Gene McLaughlin about learning how to use the television equipment and he is now more willing to have her involved with doing television shows here.

Mrs. Gannon said another area that is definitely under-utilized is the information of scholarships for our high school students. Either a presentation to the high school students; or working more closely with the high school guidance counselors should be done.

Mrs. Seiler said she had no idea the legal collection the Library has; which she has been using.

Mr. Goldman said libraries are not used as they have been in the past and there is definitely competition with Barnes & Noble and Borders bookstores. The Library has a great staff, children's programs that get filled and have to be closed out. The Library cannot keep going on flat budgets; after this year any emergency funds the library has will be gone.

Mrs. Gannon said we have to make this Library extremely important to the community so they will not stand for a flat budget. Mr. Goldman said this is not fair either to the staff or Library.

Mrs. Cyr passed out the library's goals and objectives to the Board members. They were developed in 2002.

Mrs. Arabia said the Library should look at competitive grants; but the relationships with local businesses and the awareness you raise with them will have a direct impact on controllable and certain funds.

Mr. Oppenheim said it is a simple procedure to establish a foundation: finding a Board, creating by-laws, going to the state for incorporation and then going to the federal government.

Mrs. Cyr said there are agencies in the state that provide legal services for free.

Mr. Goldman said the foundation will be separate entity from the Friends of the Library.

Mrs. Cyr and Mr. Oppenheim have met with Art Freihon; and they will meet with Dr. Robert Lipp next Monday for suggestions of community members who might be interested and useful to the creation of a foundation.

Mr. Goldman said Mr. Oppenheim will have the Board's total support.

Executive Session

A motion was made by Mary Chamberlain and seconded by Mary Gannon to adjourn into Executive Session at 7:40 p.m. to

discuss a matter of union negotiations. Unanimously approved.

Public Session

A motion was made by Mary Chamberlain and seconded by Mary Gannon to reopen the public portion of the meeting 8:10 p.m. Unanimously approved. It was announced matters of union negotiations and personnel were discussed and no formal action was taken. The results of the execution session will be released when union negotiations are completed.

The Board discussed a bill pulled by the Mary Gannon, Treasurer, in executive session and the following motion was made.

Motion: made by Mary Gannon, seconded by Mary Chamberlain, to pay a bill in the amount of \$75.00. Unanimously approved

NEW BUSINESS (continued)

Mrs. Seiler asked that more attention be paid to careful editing of library publicity materials, especially the Bookends. There was discussion of the timing of the calendar of events contained in the Bookends. The Library produces two Calendars of Events; the one printed in the Bookends is an early draft due to the need to send the newsletter to the printers. The Calendar of Events which is more comprehensive and complete is available at the front of the Library monthly. Mrs. Cyr told Mrs. Seiler that all Library publicity is now being edited by Mr. Oppenheim and her and improvement should be noticed immediately.

Marketing of the Library's Collections

The Department Heads and Mrs. Nowak visited the Mount Laurel Library to hear about their marketing project and to see the improvements made to that library. It was most impressive and exciting. The Department Heads will continue to discuss this and to prioritize as the project will cost money and take time.

Adjournment

Motion: made by Mary Chamberlain, seconded by Mary Gannon, to adjourn the meeting at 8:50 p.m. Unanimously approved

Respectfully submitted,

Joseph Nuzzo, Secretary
Library Board of Trustees
Date Approved: September 8, 2004