

**MEETING OF THE BOARD OF TRUSTEES  
OF THE TOWN OF PELHAM PUBLIC LIBRARY**

530 Colonial Avenue

Pelham, NY 10803

January 8, 2014

7:30 p.m.

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**Board Members Present:**

Margaret Young, Steve Swanson, Suzanne Auclair, Sandy Angevine, Steve Molineaux, Paul Osmolskis, Carl Pannuti, Robert Parisi, Everett Potter, Cameron Potts and Laura Woods.

**Also Present:** Library Director Patricia Perito, Town Liaison Dan McLaughlin, Friends Co-President Sue Simpson and Cathy Taylor, Communication Consultant.

**Minutes**

The minutes of the December 4, 2013 meeting were approved.

**Personnel Committee Report**

Sandy Angevine reported that the new cleaning contractor started the week of Dec. 23<sup>rd</sup> and has worked out well so far.

A list of librarian candidates is being compiled so the process of finding a new librarian can begin. We need to determine which specific skills and what role the new librarian will perform.

**Building and Grounds Report**

Carl Pannuti reported that during the repairs to the roof, the middle HVAC unit was not reconnected to the alarm panel due to a problem with the wiring. The alarm company will fix this but the weather has made it difficult to access the roof. Carl will work with the alarm company to resolve the issue.

Paul Osmolskis reported that oversized desk lamps would be the best solution to the lighting requirements at the circulation desk. The task lighting at the circulation desk needs to be improved. He believes the lights could be purchased for a total of about \$1,700. Since they are desk lamps they can be moved to fit the space and there would be no installation fees.

**Communications Committee Report**

Steve Swanson introduced Cathy Taylor who has been the Communications Consultant for 10 months. Cathy has a journalism and public relations background, with a focus on internet media and marketing. She produces the Bookmark column in the Pelham Weekly, working with Steve, Everett

Potter and Patricia Perito. She is in the process of gathering topics for the columns for this year. She also works on the email newsletter which is sent out monthly. The newsletter has a high 20 - low 30% open rate which is high for email newsletters. The Bookmark takes 3-4 days of her time per month and the newsletter approximately 3 days per month. The goal is for the newsletter to come out on the Tuesday after the Bookmark column which appears in the Pelham Weekly one Friday per month.

The website is based on a Drupal operating system, which makes it difficult to work with, and so she has not been able to be very involved in the website. Cathy also suggested that the Library list its events on the Burbio calendar subscription website which is used by many other organizations in the Town. This is currently a free service.

The Board discussed management of the email database. Sue Simpson indicated that the Friends are interested in this issue as well. Tricia suggested that all new cardholders be asked whether they would like to receive the newsletter and the library clerks enter the contact information immediately. It should also be easy to enroll online.

Everett Potter gave an update about the status of the Library's Website. He reviewed the design and implementation of the Website by Tim Woods, who is retained on a monthly maintenance contract.

He noted some issues with the Website: lack of images (with the children's book review, for instance), the back-end code appearing with calendar listings, and problems with the organization of some areas. In addition, some of the content is very stale (the "Library News" lead item is the Fall 2011 Author Series).

Also, Communications Consultant Cathy Taylor has said it is very difficult for her to update content, like the Bookmark, on the site.

Margaret Young asked Everett to provide some numbers for redesigning the site in Wordpress and for a new maintenance contractor. Among the questions to be answered are: Can we get somebody else to handle the website at a similar rate as the current contractor? If we stay with Drupal, the current software package, how much would it cost to fix and update the site? How much would it cost to move to Wordpress?

Everett reported that the website went live approximately 25 months ago and took 7 months to create and launch at a cost of \$5,400. Everett spoke with web designers, who indicated a consultant with expertise in Drupal would be required to handle the current site, and it may cost \$40 - \$50 per hour to fix the issues.

Everett solicited two proposals for redesign of the website. Both recommended switching from Drupal to Wordpress, which is fast and easy to use.

The first proposal, from Price Digital, would include additions not currently on our website, including social media, would use an existing template, at a cost of \$3,600, with a 4 - 5 week timeline, and ongoing maintenance of \$100 per month (2 hours). Everett subsequently clarified that the bid includes migration of content as well as a 'couple of hours' of training. . Patricia indicated that if we switch to Wordpress, WLS will host the site for free. We currently pay \$140 per year for hosting.

The second proposal, from Pongos, based in Maryland, and would include some training by webcast. Its bid is \$4,000 with a 6 week timeline. Ongoing support would cost \$100 per hour. Everett subsequently clarified that Pongos would charge \$40 per hour to migrate content, and expected it would take about 8 hours, for an additional cost of \$320.

Margaret requested that Everett obtain references concerning support, turnaround time, etc. for Price.

Patricia Perito asked whether there could be a Wiki site for the trustees to use as part of the website.

Margaret agreed that two bids are sufficient and that we should migrate from Drupal to Wordpress.

#### **Finance Committee Report**

Cameron Potts noted in the financial statements that income is down \$12,000 from 2012 to 2013, due to a reduction of \$3,000 in fines. The Town allocation for 2014 is lower because payroll costs were lower due to understaffing during the summer, employee leaves of absence, and the departure of a cleaner earlier in the year who wasn't replaced until the fall.

Salaries, taxes and benefits are the main expenses. The door counter was purchased. Expenses for supplies are lower so that item was reduced for 2014. Water expenses are down by \$700 but one quarterly bill is outstanding. Also one month of telephone has not been included nor was a \$500 supply bill for a rack under the circulation desk. Since we are operating on cash basis, we need to finalize the 2013 financial statements as of December 31, 2013 revise to reflect all bills paid in 2013, and then operate consistently going forward. The Library was \$600 under budget for the year. Assets were reduced by approximately \$32,000 per agreement with the Town to use surplus from prior years.

The Board deferred final approval of the December financial statements pending finalizing the year end statement.

Margaret Young noted that the Nicholson poetry prize was cancelled due to family issues and a lack of support. There were no hard feelings and Mrs. Nicholson will continue to support the Library.

The Board then discussed whether the Library can sponsor a broader poetry contest with the schools.

A final revised 2014 budget was submitted to the Town. The Board approved the revised, final budget.

Steve Molineaux discussed undertaking the audit of cash handling and procedures. A bid of \$1,500 was obtained from the Town Auditor. Steve will get some more background and detail.

#### **Friends Report**

Sue Simpson reported that she is completing her terms as President of the Friends of the Pelham Library and that Mary Callahan and Anne Field will become Co-Presidents for a one year term. Sue will become the Chairperson. Five new members have joined the Friends board, bringing energy and expertise. The Friends have undertaken a project to capture email contact information in a database and would like to coordinate with the library and library email database. They are seeking bids on this project. Novel Night will take place on November 15, 2014 and planning is underway. There will not be a silent auction this year as it is too labor intensive. The Friends are seeking a new approach to raise funds. There is excitement about the Pelham Reads program next September which will be tied in with Shakespeare's birthday.

#### **Director's Report**

Patricia Perito reported that the new door counter and software was installed and should be operational shortly. She reported that it may be possible to track fine payments as part of software package.

There was an incident in the library involving an altercation between patrons and the police were called. This was handled well by the library staff. One patron involved in the altercation left before the police arrived.

Programs during the holiday week were well attended. A chess program is being initiated. The Friends are sponsoring a dinner for the Library staff at the end of January.

The meeting was adjourned at 9:48 p.m.

**Next meeting:** The next regular meeting of the Town of Pelham Public Library Board of Trustees will be Wednesday, March 5, 2014, at 7:30 p.m.