

Moorestown Library Board of Trustees Meeting
Moorestown, NJ 08057
OFFICIAL ACTION
Meeting Agenda
February 26, 2020
7:00 PM

Members in attendance: Dee Bertino, Jamie Boren, Joan Serpico, Caroline Joyce, Susan LaGatta, Beth Misselhorn, Mary McMahan, Tom Merchel, Micki Ginsberg, Jackie Brownell

Members not in attendance:

Guest: Karen Campbell (Library Office Manager)

The meeting was called to order at 7:00 pm by Mrs. Bertino.

Open Public Meetings Act Statement

“Notice of this meeting has been provided in accordance with the Open Public Meetings Act”
by:

1. Posting a notice on the bulletin board at the Library and Municipal Complex
2. Emailing a notice to the Burlington County Times and Philadelphia Inquirer
3. Posting on the Library Board web page

The above posting, filing and mailing having taken place on the 11th day of January 2020.

Public Comment

None

Meeting Minutes

Ms. LaGatta would like to note that the meeting minutes from January did not reflect the intent of what she was trying to say. When she said that she was concerned that the library board appointments were “too political”, she meant that “the board has the ability to craft a board” and that the Library’s mission statement should be considered when doing so.

The vote to approve the meeting minutes in January was tabled.

VOTE: -

ABSTAIN: -

Financial Discussions

The library has been paying a safety deposit box rental fee, though no one knew the contents of the safety deposit box. The box was opened, the contents were old back up tapes that were no longer needed and the rental has been terminated.

Ms. Campbell advised that the library currently uses BB&T bank. We are incurring bank fees which have increased. Mr. Merchel offered to assist in changing financial institutions, as we should not be paying fees. Ms. Campbell and Mr. Merchel will review and advise.

1. Cash Disbursements Analysis Report

A motion was made by Mrs. Boren and seconded by Ms. Joyce to approve the Cash Disbursements Analysis Report.

VOTE: 9-0

2. Cash Receipts Analysis Report

A motion was made by Ms. McMahon and seconded by Mrs. Joyce to approve the Cash Receipts Analysis Report.

VOTE: 9-0

3. January 2020 Budget Statement

A motion was made by Mrs. Ginsberg and seconded by Mrs. Misselhorn to approve the November 2019 Budget Statement.

VOTE: 9-0

4. Invoices in Excess of \$2,000.00

An invoice from Interfaces, Inc. for \$35,495.25 in connection with the annual renewal of the maintenance contract or the Sierra library operating system software.

A motion was made by Mrs. Boren and seconded by Mrs. Ginsberg to approve the payment of the invoice to Interfaces, Inc.

An invoice in the \$3559.28 from Sungaze Learning, annual renewal for a literature resource center.

A motion was made by Mrs. Boren and seconded by Mrs. Joyce to approve the payment of the invoice to Sungaze Learning.

VOTE: 9-0

Directors Report

See Attached.

The Museum Pass system will go live over Spring Break. Ms. McMahon asked how many will be printable vs. digital. Ms. Serpico said about half allow printing., but more and more are going to printing. Mrs. Bertino asked about the status of the marketing push. Ms. Serpico said that they will be using social media, pictures, posters, etc... all more than would be used for regular programming.

Ms. Serpico said that the library would be waiving fines during Random Acts of Kindness Week. (Week of 2/17/2020)

Regarding the use of the IT Training Room for group study and bring your own device:

Mrs. Boren asked the status of the 2 servers needed. Ms. Serpico advised that we only actually ended up needing one. Mrs. Joyce asked the library is considering lending out laptops for use in the library. Ms. Serpico said she is unsure at this time.

Social Media Team – Jeanette is back, and goals have been set for 2020 in posts per week and snapshot a day to gain more followers and likes on social media.

There was recently some trouble with teens in and out of the library misbehaving. This was between 2/3 - 2/14. The police have had to be called and have been incredibly responsive and helpful. Their response time has been less than 4 minutes. After discussions with Mrs. Miller at the Department of Parks and Recreation, Ms. Serpico has created an incident report form linked to all staff computers. If there is a pattern of behavior by particular individuals, a parental meeting must take place before the child will be permitted to return to the library. Ms. McMahon asked if any of the staff felt threatened. There was one night in particular when the children were banging on the windows and yelling profanities. One staff member did not want to walk to her car alone. There was also damage to Men's room in the form of graffiti, which Mr. Semple, a DPW employee, was able to remove. Ms. McMahon asked if the tapes from the parking lot cameras are able to be obtained. The township policy is not to pull the tapes unless the police request them for an investigation. Mrs. Bertino said she was happy that Ms. Serpico has created a paper trail. If the need arose that tapes needed to be pulled, arrangements could be made, however, it is not something that would be done on a regular basis due to the man hours and staff needed to do it. Mrs. Boren suggested that the abnormally warm weather this winter has created an opportunity for a lot of kids to be out of the house, but with the rec being closed for basketball practices, nowhere to go.

**Mr. Merchel left the meeting at 7:41pm*

Moorestown Library will be offering a College Prep Series which will be free to participants and should be shared on social media platforms.

Charitable Projects: Ms. Serpico wants to work with local charities to offer charitable service projects at the library. Some suggestions have been Kennedy's Cause and Trenton Soup Kitchen, who she has already spoken to. Advertising will be done through the library's social media and mass email system. Mrs. Joyce asked if the library still maintained a binder of volunteer opportunities in the community. Ms. Serpico will find out.

The library will be setting up a Census Kiosk from March through June. It will be a dedicated computer for census reporting. We will be registered and on the map with the Complete Count Committee. A shortcut will be added to all library computers as well.

Old Business

Holiday Schedule

Ms. Serpico asked that we close the library at 5:00 pm, as is traditionally done.

A motion was made by Ms. McMahon and seconded by Ms. Ginsberg to close the library at 5:00 pm on December 31, 2020.

VOTE:8-0

New Business/Trustee Comments

Community Profile

Mrs. Ginsberg questioned the fact that there were only 7 people interviewed in the Community Profile report. All board members present agreed that they had been hoping for a larger population in the study. Mrs. Bertino pointed out that although the study was a small number of people, there were actionable items in the report, that should be reviewed at a meeting in the near future.

Teen Focus Groups: Ms. Dunne, the children's librarian and Ms. Guenther, the teen librarian, currently meet with a few teens. Talking up the idea of a teen focus group with the summer volunteers to begin in the fall is probably the best way to try and put it together. Ms. Bownell suggested coordinating with the school and Ms. Poole, the High School librarian, who has a book club that may be interested. There could be a focus group committee that runs September – June. Ms. Brownell would have to coordinate if the school were to be involved, due to contact policies and procedures, but with her assistance, there are a lot of options/opportunities to get more teens involved.

2020 Budget

See Attached

Budget Discussion – Ms. Campbell:

Income:

Increase \$70,000 in budget. We received 2 state aid checks in 2019 because we never received our check in 2018. Fines, etc... use conservative numbers. Working out to approximately \$57,000.00 increase over last year.

Ms. McMahon asked about the possibility of waiving fines for overdue, as she would like to see that happen, understanding that there has to be a plan in place to replace that income. That is something Ms. Serpico would like to see as well, but with the limited amount of time in her role as library director, was not something that could be accomplished in this budget.

Expense:

Staff:

2% across the board increase in salaries, with the exception of Ms. Serpico, who was just hired. 3 employees hired in March will be receiving a salary increase. Additionally, the 3 new hires from last year were hired in March, so an additional quarter of salary must be included.

Temporary Labor:

Additional budgeted money for temporary labor - There are about 50 boxes in Ms. Campbell's office that need to be sorted through before being stored or destroyed. With the help of a paid intern from last summer, they were able to go through about 15 boxes. The Artemis Records Retention and Disposition Management System has to be followed for all public records, so the process is not a simple one, nor can just any volunteer do it.

Marketing for Museum Pass, Book-in-a-Bag, etc... Temporary labor will create a template with the logo to be able to utilize it throughout the year(s) for other marketing projects.

Personnel Expenses:

7% increase second half of the year for health insurance.

Operating Expenses:

Moving security gate maintenance out of miscellaneous and into computer services – recurring expense.

Redesigning reference area as we currently have 4 librarians and only 2 desks.

Mrs. Boren asked if the wishes/ requests of the staff that Ms. Serpico discussed with each person were able to be met. All were, within the budget and with the help of the Friends of the Library.

The Friends increased their donation by \$12,000 for furniture and table and chairs, programming, Museum Pass, etc...

Networking and memberships to professional associations for the staff will be included in this budget. Department heads will be making requests via a form to be reviewed and accepted/declined by Mr. Serpico for themselves and their staff. Ms. Campbell said this has been great for morale and that the three new part time employees have come in with some great ideas.

Mrs. Bertino asked who controls the meeting rooms. It is mainly the library, at this point. Township originally had complete control, which was then converted to daytime control to the library. Currently, there is not a real income generated from the meeting rooms because the township schedules mostly committee meetings (no cost).

IT – We bought the server; the township will attempt to include in their budget the switch and firewall.

Move \$5,000 out of supplies and into miscellaneous for book trucks and marketing supplies which will be one-time purchases.

Mrs. McMahon commented that a lot of work went into the budget and thanked both Ms. Campbell and Ms. Serpico for all of their hard work. The entire board concurred.

BUDGET VOTE (see resolution 2020-1):

Mrs. Bertino – Yes

Mrs. Ginsberg – Yes

Ms. LaGatta – Yes

Ms. Brownell – Yes

Mrs. Joyce – Yes

Ms. McMahon – Yes

Mrs. Misselhorn – Yes

Mrs. Boren – Yes

Resolutions

See Attached Resolution 2020-1

Public Comment

None

Adjournment

A motion was made to adjourn the meeting by Mrs. Boren at 8:57 pm and seconded by Ms. Misselhorn.

VOTE: 8-0

The next scheduled regular meeting is Wednesday, March 25, 2020 at 7:00 pm

FORMAL OFFICIAL ACTION MAY BE TAKEN ON ANY ITEM ON THE OFFICIAL ACTION AGENDA

If you require special accommodations, please contact the Library Director at (856) 234-0333 at least 24 business hours prior to the meeting so that appropriate accommodations may be made

Director's Report

February 2020

OPERATIONS

The Museum Pass Reservation System is on track to be available for the public to reserve passes online on Monday, March 16. This will be a soft launch. A larger marketing push will follow on April 6.

The Library participated in Random Acts of Kindness Week by providing limited complimentary printing and late fee forgiveness between Feb 17-22.

The Library is working with the Township to upgrade and secure the Library's IT Training Lab and the public computers. The Library will be providing the Laptops and Charging Station (\$10,204) and Server (\$6,998) and the Township will budget for the Switch (\$4,586) and Firewall (\$2,297).

The Social Media Team met and discussed usage statistics for 2019, goals for 2020 and the creation of an editorial calendar for 2020.

Snapshot Day was a big hit at the library. The Social Media team posted pictures to Facebook and Instagram resulting in 80 likes on Instagram and 4 new followers. In addition, 12 patrons left written comments most mentioning friendly and helpful staff.

Between February 3 and February 14 the Library experienced nightly disturbances from several groups of teens. Problems included noise, profanity, running in the stacks, vandalism in the men's bathroom, jumping off the book drop and banging on the windows from the outside. Individuals and groups were periodically asked to leave. Police were called twice. One teen was banned followed by a conference with him and his parent. Staff are now using an online incident report form, so they can easily record incidents and the reports can be saved in a database to identify trends. Camera footage of the outside incidents was requested.

The Library scheduled a College Prep series for teens and their parents including presentations on college admissions (March 28), SAT Prep (April 23) and Writing the College Essay (July). Registration is required. Children's Services is also working to partner with local non-profits on monthly charitable projects that can be completed in the library by teens for service hours.

RESOLUTION NO. 2020-1

**RESOLUTION TO ADOPT THE 2020 BUDGET
FOR THE MOORESTOWN LIBRARY BOARD OF TRUSTEES**

BE IT RESOLVED, by the Moorestown Library Board of Trustees, County of Burlington, and State of New Jersey, that the 2020 budget be and is hereby approved.

I hereby certify that the within Resolution was adopted at the meeting of the Moorestown Library Board of Trustees held on February 26, 2020.

**BOARD OF TRUSTEES
MOORESTOWN LIBRARY**

JAMIE BOREN, SECRETARY

DEANNE BERTINO, PRESIDENT

	MOTION	AYE	NAY	ABSTAINED	ABSENT
Deanne Bertino					
Jamie Boren					
Jackie Brownell					
Mickie Ginsberg					
Carolyn Joyce					
Susan LaGatta					
Mary McMahon					
Beth Misselhorn					
Thomas Merchel					

MOORESTOWN LIBRARY
2020 PROPOSED FINANCIAL STATEMENT

	2018	2018	2018	2019	2019	2019	2020	2020
	APPROVED BUDGET	ACTUAL	ACTUAL VS APPROVED FAV (UNFAV)	APPROVED BUDGET	ACTUAL	ACTUAL VS APPROVED FAV (UNFAV)	PROPOSED BUDGET	PROPOSED VS 2019 ACTUAL \$ FAV (UNFAV)
INCOME								
Township Appropriation	1,409,908.00	1,409,907.96	(0.04)	1,487,888.00	1,487,887.96	(0.04)	1,558,606.00	70,718.04
Supplemental Appropriation	25,000.00	25,000.00	-	-	-	-	-	-
Building Expense	125,000.00	125,000.04	0.04	125,000.00	125,000.04	0.04	125,000.00	(0.04)
State Aid	9,000.00		(9,000.00)	8,998.00	18,152.00	9,156.00	9,000.00	(9,152.00)
Meeting Room Fees	800.00	1,475.00	675.00	800.00	530.00	(270.00)	500.00	(30.00)
Interest	1,200.00	744.91	(455.09)	500.00	75.75	(424.25)	100.00	24.25
Fines	18,000.00	17,293.91	(706.09)	17,000.00	16,279.58	(720.42)	15,000.00	(1,279.58)
Lost Books	2,500.00	3,169.32	669.32	2,500.00	3,333.52	833.52	2,500.00	(833.52)
Photocopy Machine	2,100.00	2,314.32	214.32	2,100.00	2,247.70	147.70	2,100.00	(147.70)
Non-Resident, Replacement & Computer Printing	2,000.00	1,840.50	(159.50)	2,000.00	1,955.00	(45.00)	1,800.00	(155.00)
Miscellaneous	4,000.00	4,434.10	434.10	4,000.00	4,167.60	167.60	4,000.00	(167.60)
Book Sales	1,800.00	596.11	(1,203.89)	1,800.00	1,326.11	(473.89)	1,000.00	(326.11)
Book Sales	6,000.00	7,672.79	1,672.79	7,500.00	9,388.33	1,888.33	7,500.00	(1,888.33)
TOTAL INCOME	1,607,308.00	1,699,448.96	(7,859.04)	1,660,084.00	1,670,343.69	10,259.69	1,727,106.00	56,762.41
EXPENSES (PERSONNEL)								
Salaries	759,725.00	747,855.24	11,869.76	774,444.00	766,453.86	7,990.14	788,700.00	(22,246.14)
FICA	52,934.00	51,017.94	1,916.06	54,212.00	54,808.66	(596.66)	60,337.00	(5,528.34)
State Assessments	605.00	467.80	137.20	617.00	547.03	69.97	628.00	(80.97)
PERS	93,068.00	93,495.25	(427.25)	90,989.00	91,807.93	(818.93)	99,465.00	(7,657.07)
DCRP	2,008.00	1,894.65	113.35	4,223.00	2,784.41	1,438.59	5,584.00	(2,799.59)
Workman's Comp & other Ins.	115,987.66	119,167.75	(3,180.09)	112,317.52	115,829.86	(3,512.34)	111,927.00	3,902.86
Group Health Insurance	201,154.00	183,975.48	17,178.52	174,156.00	177,754.36	(3,598.36)	189,557.00	(11,802.64)
Dental Insurance	5,868.00	5,539.94	328.06	5,036.00	4,993.68	42.32	5,031.00	(37.32)
Prescription Plan	19,464.00	18,028.16	1,435.84	18,663.00	17,964.80	698.20	16,622.00	1,342.80
Vision	1,500.00	900.00	600.00	1,200.00	900.00	300.00	1,350.00	(450.00)
PERSONNEL EXPENSES	1,252,313.66	1,222,342.21	29,971.45	1,235,857.52	1,233,844.69	2,012.93	1,279,201.00	(45,356.41)
EXPENSES (OPERATING)								
Library Materials	100,000.00	109,390.31	(9,390.31)	120,000.00	117,837.29	2,162.71	125,000.00	(7,162.71)
Supplies	17,500.00	14,042.17	3,457.83	17,500.00	17,839.36	(339.36)	23,500.00	(5,660.64)
Postage	3,000.00	2,571.09	428.91	3,100.00	1,884.19	1,215.81	3,300.00	(1,415.81)
Travel and Conference	1,000.00	1,365.12	(365.12)	1,500.00	1,238.07	261.93	8,000.00	(6,761.93)
Audit	4,500.00	4,592.00	(92.00)	5,000.00	4,692.00	308.00	5,000.00	(308.00)
Photocopy Services	11,000.00	10,351.89	648.11	11,000.00	8,393.67	2,606.33	11,000.00	(2,606.33)
Computer Services	76,000.00	81,198.01	(5,198.01)	120,000.00	115,047.87	4,952.13	116,300.00	(1,252.13)
Payroll Services	13,500.00	12,985.04	514.96	13,500.00	13,125.09	374.91	14,000.00	(874.91)
Bank Fees								
Miscellaneous	3,000.00	9,290.00	(6,290.00)	3,000.00	13,077.83	(10,077.83)	14,500.00	(1,422.17)
Legal					5,841.00	(5,841.00)		5,841.00
Building Expense	125,000.00	125,000.00		125,000.00	125,000.00		125,000.00	
OPERATING EXPENSES	354,500.00	370,785.63	(16,285.63)	419,600.00	423,976.37	(4,376.37)	445,600.00	(21,623.63)
Board approved expenses		16,439.41	(16,439.41)	20,300.00	27,770.00	(7,470.00)		27,770.00
TOTAL EXPENSES	1,606,813.66	1,593,127.84	13,685.82	1,675,757.52	1,685,590.96	(9,833.44)	1,724,801.00	(39,210.04)
INCOME (LOSS)	494.34	6,321.12	5,826.78	(15,673.52)	(15,247.37)	426.15	2,305.00	