

Manchester Community Library
Board of Trustees Regular Meeting Minutes
Tuesday, January 10, 2023

The Manchester Community Library is open to all as an inspiring gathering place for the community, providing opportunities and resources for personal enrichment and growth.

Trustees Present and Constituting a Quorum: John Clark, Ruth Corbett, Fran Fauver, Ann Graham, Pattie Haubner (via video), Peter Kinder, Katherine Monahan, Kate Orme (via video), Bill Philip, Margi Putney

Honorary Trustees Present: Martha Heilemann (via video)

Trustees Absent: Rhonna Cass, Clark French, Linda Oskam

Staff Present: Edward Surjan, Sally Hespe, Kira Mait (PT)

Call to Order: Chair J. Clark called the meeting to order at 4:04 pm.

Consent Agenda: A motion was made by F. Fauver to accept the consent agenda, seconded by A. Graham. The motion passed unanimously.

Executive Director Comments: In addition to his written report, E. Surjan made the following comments:

- The new Children's and Youth Services Librarian will start next week. Filling this position completes staff realignment goals for the present time. J. Clark commended the ED for completing this task in such a timely manner and also stated that the quality of the staff is excellent.
- Surjan noted that while the results of recent fundraising efforts are very encouraging for achieving our goals this fiscal year, MCL still faces challenges in the future to balance our operating budgets in the years to come. The Board and the ED will work together to address these challenges.

Program Policy: Changes to the draft policy presented last month were made to add an exclusion for hate speech and to stipulate that single event insurance for serving alcohol is required.

A motion was made by P. Kinder, seconded by F. Fauver, to approve the Program Policy as amended. The motion passed unanimously.

Get Out the Vote Campaign: New Marketing Communications Specialist Kira Mait reviewed details of planned activities and action for upcoming Love Your Library and Get Out the Vote campaigns over the next few months.

The MCL communications theme for the year is Collaborate (Learn,Work, Create,Play) and messaging efforts will reflect this. The plan is flexible and dynamic and includes numerous

events designed to increase awareness of MCL ahead of Town Meeting and the appropriation vote.

There was discussion about whether or not the campaign should include outgoing calls by Trustees to MCL members who are also registered Manchester voters, as has been done for many past years, and there were differing points of view about this. One of the benefits of doing these calls over the last few years has been to educate voters about absentee voting deadlines and procedures, and the procedure this year is likely to be different from last year. F. Fauver suggested that the effort be voluntary and there was agreement on this.

Advancement End-of-Year Appeal Update: S. Hesper shared some key information about the success of the fundraising effort. The mail campaign has raised approximately \$16,000 more this year than last year with a 26% response rate, vs. 19% last year. 17 lapsed donors renewed their gifts and at least 10 people have already donated a second time this year.

Hesper also mentioned that C. Miles will be assisting with a corporate fundraising effort and that the O'Neill Foundation unexpectedly granted MCL an extra \$6000, in addition to their previous grant award.

B. Philip summed up by noting how engaged Trustees, Advancement staff and the ED are, but reminded the Board that there is still a long way to go to reach our goals.

Old Business: None

New Business: J. Clark announced that a new ad-hoc committee would be formed to examine how to tie together several recent significant developments (ARPA grants; finally being fully staffed; initiation of new community open houses) and guide the Board forward in shifting our dialogue to address how these should impact MCL's future planning. Committee will be chaired by B. Philip and will also include E. Surjan, R. Cass, F. Fauver and M. Putney, with J. Clark ex-officio. To prepare for this, Clark and Surjan recommended and encouraged Trustees to read a short book by David Lankes entitled Expect More: Demanding Better Libraries for Today's Complex World.

Clark also said that he is considering reducing the frequency of Board meetings, although no decision has been made on that yet.

Executive Session: A motion was made by P. Kinder to enter Executive Session at 5:30 pm. Seconded by F. Fauver and passed unanimously.

A motion was made by B. Philip to exit Executive session at 5:35 pm. Seconded by M. Putney and passed unanimously.

Adjournment: B. Philip made a motion to adjourn, seconded by P. Kinder. Meeting was adjourned at 5:36 pm.'

Next meeting: Tuesday February 14, 2023 at 4 pm.