

STRATFORD LIBRARY ASSOCIATION
March 19, 2015

The Stratford Library Association Board of Trustees meeting was called to order by Board President Doreen Jaekle at 7:05 p.m.

Members present:

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| Constantine Chagares | Maria Ferrera |
| Tory Florek | Karla Glad |
| Tom Hall | Shelley Hall |
| Judy Hampel | Edvena Jackson |
| Doreen Jaekle | Joseph Janucik |
| Deb Perman | Peg Sheahan |
| Cynthia Smith | |

Members absent:

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| Norman Aldrich, exc. | Meg Bachtel, exc. |
| Judith Crudo, exc. | Susan Fennell, exc. |
| Joel Pleban, exc. | Barb Poisson, exc. |
| Robyn Proto, exc. | Robert Smith, exc. |
| Steven Unger, exc. | |

Also attending: Barbara Blossveren, Director, Sheri Szymanski, Assistant Director, Colin Townsend, Youth Liaison and Heather Silverman, Administrative Assistant.

PRESIDENT'S REPORT:

No report.

APPROVAL OF MINUTES:

Mr. Janucik motioned to approve the minutes, seconded by Mr. Hall and approved unanimously.

SECRETARY'S REPORT:

No report

TEASURER'S REPORT:

Ms. Ferrera reported on the February Town Operating report. Through February, the Town Operating budget is 65% spent, which is in line and on target with normal spending. Mrs. Chagares motioned for approval of the Town report, seconded by Mrs. Glad and approved unanimously.

Ms. Ferrera reported on the Board account for February, noting the new item of Town operating grant for salaries due to the ADP payroll conversion. After review of the Board report, Mr. Janucik motioned to accept the report, seconded by Mr. Hall and approved unanimously.

DIRECTOR'S REPORT:

Mrs. Blossveren reported that Sunday Afternoon Talks continue to be very popular. The programs are mostly historical program and musical concerts. The most recent one was "Malta Justice Initiative" and drew a crowd of 52. "Know Your Numbers" was held in conjunction with the Stratford Health Department. Patrons were able to have their blood pressure, sugar and cholesterol screening all in the lobby. OASIS Connections computer classes were introduced in February. 19 students attended 8 classes. 80 children attended Take Your Child to the Library Day with activities that included making fairy hats, dancing, a scavenger hunt and storytelling. 35

students and 2 teachers attended the “School-to-Career” business and marketing program. 8 professionals spoke about their career paths. Ms. Augusta had 2 meetings with the Board of Ed and representatives from the Mayor’s office. August 12th has been selected as the date for the Harkins Heroes party, which is held jointly with the SRP party. Mrs. Blosveren, Ms. Szymanski, Mr. Holehan, Ms. Neville and Ms. Grimes are all part of the newly formed Marketing Committee for the Library. They have been meeting with Sacred Heart University students and advisors to discuss strategies to improve marketing to the community as well as ideas for a new library logo. Thanks to the Development Committee for the revamped Associates letter, the annual campaign is doing well, bringing in 147 new Associates.

ASSISTANT DIRECTOR’S REPORT

Ms. Szymanski reported that Circulation increased 3.7% in February, despite the weather. Popular choices included Books on CD, Playaways, New Fiction, Express Books, Children’s Easy Readers and Teen Graphic Novels. Library foot traffic increased 2.5%. The library offered 289 programs attended by 4,418 people. Ms. Szymanski and Mrs. Blosveren met with Town CAO and representatives from Public Works to discuss funding options and a project plan for the HVAC/Ceiling/Ductwork/Lighting project. The 1981 section of the building will be the top priority. Additional capital funding is being requested. Mayor Harkins approved the library budget as requested and will submit it to the Town Council.. Mr. Hannon and Mr. Pfeifer addressed an ice-dam issue in one corner of the roof on the Lovell Room. WJE architect Paul Lanteri was called in to look at it. The ice-dam was broken up and this issue will be revisited in the Spring. The Adult DVD collection is now completely reorganized by category, which is a more user-friendly fashion. Ms. Garcia is contacting a variety of agencies in Town to implement formal bulletin board display spaces to publicize library events, programs and services. There has been a significant uptick in the use of our public fax service, since Staples at The Dock closed in January.

YOUTH LIAISON REPORT:

Colin Townsend reported that the Teen Department is working on the 6th Grade Finish Line program, which will be held on March 23rd. They’re trying to reintroduce the 6th graders to the Teen Department. The older teens will mentor the 6th graders until they are acclimated. Rising Stars will be held on June 13th and will include short films this year. The video production teacher at Bunnell has assigned his class a short film to submit.

BOARD OF EDUCATION LIAISON REPORT:

Mrs. Florek reported that she sent an email to all of the elementary schools to remind them of the 6th Grade Finish Line program. She has received positive feedback from the media specialists who are thrilled with all of the services the library offers.

COMMITTEE REPORTS

DEVELOPMENT COMMITTEE:

Mrs. Smith reported that there will be a meeting in April. They would like to look at the Associate mailing thank you letter.

GALA COMMITTEE:

Mrs. Jaekle reported that it’s crunch time. Ads and silent auction items are needed. Especially popular are vacation homes and tickets to professional sporting events. Mrs. Jaekle reminded the Board that it is their responsibility to help financially support the event. If each Board Member sells at least \$300 in ads and attends the event, it would be profitable. The ads are due on April 6th.

FINANCE COMMITTEE:

No report.

BOOK COMMITTEE:

Mrs. Glad reported that book donations are down this year. Sorting sessions are every Saturday after 1:00 p.m. in the Cave. The Book Sale is June 4, 5, 6 and 7th.

BUILDING AND GROUNDS COMMITTEE:

No report.

ADMINISTRATIVE REVIEW:

No report.

GRIEVANCE/NEGOTIATIONS:

No report.

TRUSTEE REPORT:

No report.

ENDOWMENT:

No report.

NEW MEMBER COMMITTEE:

No report.

SCHOLARSHIP COMMITTEE:

Mrs. Smith reported that the deadline for submission is March 23rd.

OLD BUSINESS:

No old business.

NEW BUSINESS:

Ms. Ferrera reported that there will be a budget adjustment this month. It is requested that \$41,520 be taken from Payroll and added to the following lines: \$2,500 to Books, \$1,500 to Media, \$12,379 to Electronic Subscriptions, \$87 to Printing, \$6,900 to Building Equipment, \$5,935 to Building Maintenance, \$2,000 to Education and \$10,225 to Automated Services. Mr. Janucik motioned for approval, seconded by Mr. Hall and approved unanimously.

Mrs. Blosveren brought it to the attention of the Board that the Town will be closed on Friday July 3rd in observance of Independence Day. She is requesting the library close also. Mr. Chagares motioned for approval, seconded by Ms. Sheahan and approved unanimously.

There being no further business, a motion was made by Mr. Janucik to adjourn at 8:05 p.m., seconded by Mr. Hall and approved unanimously. The Board will meet next on April 16, 2015 in the Lovell Room.

Respectfully submitted,
Doreen Jaekle
President

ANY INDIVIDUAL WITH A DISABILITY WHO NEEDS SPECIAL ASSISTANCE TO PARTICIPATE IN THE MEETING SHOULD CONTACT THE ADA COORDINATOR, SUSAN PAWLUK AT 385-4020 OR 385-4022 (TDD) 5 DAYS BEFORE THE MEETING, IF POSSIBLE.