

Board of Trustees of the Southborough Library
Minutes of Board Meeting
Southborough Library, Ella Eaton Room
Tuesday, April 18th 2017

The meeting was called to order at 6:05 pm.

ATTENDANCE: Trustees – Chair Richard Wallace, Vice Chair Margarite Landry, Treasurer Nancy Mayo, Nicole De Bonet and Dolores Fallon. Also present: Library Director Ryan Donovan

APPROVED: Minutes of previous meeting (3/21/17) with edit.

REPORTS/DISCUSSIONS

Director’s Report – Library Director Ryan Donovan

- Planters now in place courtesy of Southborough Gardeners. Two new trees planted by DPW. Dedication ceremony will be on Saturday, April 22 as part of Earth Day Clean Up event.
- Candidates Night (May 4) – Trustees will fund Betsy Rosenbloom’s mailing to candidates and current officeholders as well as snacks for the evening.
- Professional Development Day (May 9) is on track; Library Director and all staff have taken the pre-test.
- Chairs – Sample replacement chairs tested by the Trustees with discussion regarding comfort and style.
- **Action-Director Donovan:** Request different chairs for further testing.

Library Website

- Trustee Fallon: Discussions with website usability participants and Library Director have been documented. High-level recommendations presented to Board. Main takeaway: Use the library website to show what the library has to offer and how to use material in order to encourage patrons to visit the library (instead of patrons having to visit the library in order to learn this information).
- **Action-Trustee Fallon:** Finalize and send report to Trustees, Library Director, and website usability participants.
- **Action-Director Donovan:** Request website vendor set up sandbox environment for new site structure.
- **Action-Trustee Fallon:** Populate site structure in sandbox environment while current website remains “live”.

Preparations for Annual Town Meeting

- Director Donovan requested permission to present the Peggy Tuttle Award and the Annual Library Update at Town Meeting. Director Donovan conducted a “dry run” of the Annual Library Update for the Board.
- **Action-Trustee Fallon:** Meet with Director Donovan to make revisions and get presentation under 5 minutes.
- **Chair Wallace & Trustee De Bonet:** Create handout that incorporates highlights from ARIS, etc.

Main Street Working Group

- At the March 2017 Trustees meeting, Mr. Parry showed the board his proposal for utility poles to be placed on the north side of Main Street rather than the south side starting near the library and proceeding eastward.
- Chair Wallace and Director Donovan researched the proposed changes with DPW. The pole next to Mr. Parry’s house supports the Woodward School. Director Donovan proposed that a member of the Library Trustees attend the Main Street Working Group meetings in order to stay in the loop regarding this project.

2016 Library Fund Mailing

- Trustee Fallon: High-level overview and recommendations presented to Board.
- Goals of 2016 mailing: Build the donor list; get online donations; raise awareness of the connection of the Library Fund to the Community Foundation of North Central Massachusetts.
- Results: 63 responses; 49 new donors; 10 online donations (previously no online donations)
- Total cost (printing & postage): \$2,833.35 (66 cents per mailpiece)
- Total donations: \$5,645.00

- Recommendations from Trustee Fallon: End-of-year tax deduction did not appear to compel donations. Mailing should include a goal for a specific dollar amount or specific purchase for the library. Need to promote the Library Fund during the year, for example, a specific purchase made possible by the Library Fund noted on MySouthborough and the library's social networks with a link to the library website. Repeat donors should receive a "thank you" phone call.
- Other feedback from Trustees: November is a traditional time to send fundraising mailers but recipients may be too busy at this time of year to respond.
- **Action-Trustee Fallon:** Complete and send report to Trustees and Library Director for future reference.

The meeting was adjourned at 7:57pm.

Respectfully submitted,

Dolores Fallon
Library Board of Trustees

Approved May 23, 2017.