



EAST LONGMEADOW PUBLIC LIBRARY
BOARD OF LIBRARY TRUSTEES
Meeting Minutes for October 17, 2023

The East Longmeadow Board of Library Trustees held its regular monthly meeting on Tuesday, October 17, 2023 at the East Longmeadow Public Library.

Those present were Library Director Katie McGonigle, Chair David Boucher, Vice Chair Cynthia MacNaught, Trustees Larry Bauman, Nancy O'Connor and Secretary Amy Johnson. ELCAT Don Maki was present to video/audio record this meeting. Not present Amy Pawle.

I. CALL TO ORDER

Chair David Boucher called the meeting to order at 6:00 pm.

II. PUBLIC COMMENTS

None.

III. MEETING MINUTES

Minutes for the September 20, 2023 meeting needed approval. Cynthia MacNaught made a motion to accept the minutes as written, Nancy O'Connor seconded, and the motion passed unanimously.

IV. DIRECTOR'S REPORT

Katie McGonigle presented the following information about the library:

Children Highlights:

- 44 Programs
- 756 Program Attendance
- 396 participants with the Monthly In-house Activity (scavenger hunt, guessing jar)
- 298 Reference Transactions

The Children's Department recently added new kits to their collection, and their circulating very well. The Department plans to add puzzles to their collection next!

Programming is in full swing, with a variety of offerings for all ages. There are storytimes, book clubs, STEAM, Art programs, yoga, music and more. The relationship with Pathways for Parents, Coordinated Family Community Engagement Program continues to provide additional programming and services for our community.

Teen Highlights:

- 5 Programs
- 69 Program Attendance
- 1 Passive Program
- 16 Passive Program Participants

Teen programs were very successful on Friday afternoons. Board games had lower attendance but switch games, bring your own book book club, pizza and coloring were all well attended.

Adult Highlights:

- 9 Programs
- 67 Program Attendance
- 111 Reference Transactions
- 221 Hours of Study Room Use
- 19 requests unfilled

The Adult Department hosted a Cookbook Club on Saturday September 16th. Patrons checked out the cookbook, chose a recipe, made it and brought the dish to share with the group. Maura and Erica co-hosted the club and eight patrons attended. It really was fun and the patrons loved it. The next Cookbook Club is on November 4th, and registration is open on EventKeeper.

Technology Programming/Highlights:

- 3408 Constant Contact subscribers
- 3 Programs
- 12 Program Attendance

Deployed new, large monitors installed for public use in the Children's Department, Teen Area, and two double monitor stations in the upstairs computer area.

Tech Services:

- 720 items were added to and 525 items were deleted from the collection during the month of September.

The Technical Services Department is working on several projects across several collections, including re-cataloging and relabeling teen Graphic Novels, teen Manga, and the new large print materials in Children's and Teens. These changes will more clearly identify items for patrons and staff.

Circulation:

13,118 items were circulated during the month of September (decrease of 2,028 from August, and increase of 1,211 from September 2022)

49 new patron registrations

115 Reference Transactions

Door Count 8844

The circulation department has received many compliments from patrons on the new layout of the browsing area on the first floor. It is still a work in progress, and we make adjustments as needed to meet the needs of the patrons and the staff. Items are steadily circulating in the library, and the children's department and circulation department implemented a new change with their cart system to improve workflow in both areas. Another great example of team work in the library.

Professional Development

Staff have the opportunity to and are encouraged to attend professional development trainings, based on the availability and needs of their department. These training sessions help us better serve the community. Here are some of the topics from the past month that staff attended: Aspen Discovery Layer introduction by Technology Coordinator Melanie, Staff SOAR by Krisi Chadwick, and MBLC's Understanding the Materials Expenditure Requirement.

Member of the COA Age Friendly Task Force

Member of the CW MARS Emerging Technology Committee

Friends

National Friends of Libraries Week: October 15-21. Would the Board like to acknowledge the Friends for their continued and generous support of the Library?

Library Updates

FY2024 State Aid to Public Libraries Application and Compliance Form (Financial Report) submitted to MBLC.

Records Request regarding library challenges, including informal and formal, received and addressed.

Submitted the Public Library Association 2023 Technology Survey.

Friends of East Longmeadow Public Library's Fall Raffles run from October 2-October 26.

Building Updates

First floor waxed.

Monthly elevator inspection.

Fire extinguisher/sprinkler system inspection.

Continued maintenance of second floor leak by DPW.

New teen furniture, generously purchased by the Friends of East Longmeadow Public Library, delivered and assembled.

New stools purchased for the Children's Department.

New second floor staff desk delivered and assembled.

Policy Review:

None

Upcoming Policy Review:

Social Media Policy-will be presented at an upcoming meeting

Strategic Planning

Kristi Chadwick presented a Staff SOAR on Thursday, September 28 as part of the all staff meeting. The staff worked collaboratively on this brainstorming exercise, which resulted in exciting discussions about the current services, resources and programming and the future of East Longmeadow Public Library.

Strengths

"What are the library's strengths?"

"What have been some of the greatest accomplishments over the last five years?"

"How does the library already address community needs?"

Opportunities

"What community needs and wants are not currently addressed by the library?"

"Are there current strengths that the library staff could leverage to increase impact?"

Aspirations

"What are the aspirations of the staff?"

"How can East Longmeadow Public Library make a profound difference for the community?"

Results

“What are the outcomes for achieving aspirations?”

“What does success for the library and its staff look like?”

The Library is in the process of securing a consultant for the remainder of the Strategic Plan process.

Additional resources for Strategic Planning:

[Current Strategic Plan through FY24](#)

[MBLC](#)

[MBLC Parts of a Strategic Plan](#)

[MLS Strategic Planning for Libraries](#)

[MLS Strategic Planning Services Policy](#)

[MLS Strategic Planning: Tips, Tools, and Techniques Planning Your Process Worksheet](#)

[Considerations When Hiring a Strategic Planning Consultant for Your Library](#)

[External Consultant Directory](#)

Reminder:

Next meeting is Wednesday, November 15, 2023.

V. OLD BUSINESS

None

VI. NEW BUSINESS

A. Strategic Plan update

VII. FRIENDS OF THE LIBRARY REPORT

The Friends held its most recent meeting on Monday, October 2, 2023 at 6:30PM in the library’s Community Room.

In September, I contacted Katie Hill of the local Rotary Club. I shared with the Friends that it could be one of the many participants at their “Celebrate East Longmeadow 2023” event planned for Saturday, October 14th at Center Field. We also learned that we can raffle an item or two and sell Friends’ merchandise. We will be raffling an oil painting created by a local artist who lived in Wilbraham, Roberta Wilson, AND have Friends’ merchandise at our station that we hope will be of interest and purchased by people strolling through the field. The Friends decided to join the fun.

At the recommendation of Kate McGonigle, I contacted Marc Maccarini of the East Longmeadow High School Career Center and asked if there were any students who were in need of community

service hours that could join us to set-up and take-down our equipment (tables, chairs, pop-up canopy, etc.) His response: “YES, definitely. Reach out to me with the details so that I can line up a few students to help the Friends of the East Longmeadow Public Library.” Although I already have expressed my gratitude to Marc, I want to repeat that I deeply appreciate the cooperation of staff and students from our high school.

As I have informed you in a previous report, the number of members in our organization has decreased significantly since the Covid 19 pandemic. The Friends’ agreed that in order to turn that scenario around the **first step** is to become more visible in the community. The importance of having officers and directors present at public events is to have one-on-one conversations with potential members and explain the Friends’ role within the layers of the library organization. This style of public relations is crucial. And, no matter the organization, people want to know where their membership dues and money for fundraisers will be allocated. “Celebrate East Longmeadow” will be our **“first step.”**

It is said that timing is everything. In September, the members agreed to order a tablecloth with the Friends logo on it for events such as our basket raffle fundraisers, National Night Out, Summer Reading Kick-off, and now.... the Celebrate East Longmeadow! The tablecloth has arrived just in time and will be on display for October 14th!

Kate McGonigle sent communication that made the Friends aware that there are development training sessions for staff at the library. Since the Friends once had a line item in its budget for “Staff Continuing Education” that was hardly ever expended over the years, she asked the Friends to consider hosting 2 luncheons a year for such training sessions. The request was approved.

Later in the meeting, I shared knowledge I gained from attending a Friends Sharing with Friends (Zoom) meeting held on September 26th. The focus was on how to generate new funds. It appears that our Friends organization is not alone. Membership dues have remained the same for a long time, but the cost to conduct operations, providing funds for programs, museum passes. etc. continue to rise. What’s the answer? The topic will be continued at a future meeting. I will be attending the next Friends Sharing with Friends meeting on October 18th.

Our open session adjourned and an executive session followed.

Our next meeting is scheduled for Monday, November 6, 2023.

IX. NEXT MEETING

The next meeting of the Board of Library Trustees will be held on Wednesday, November 15, 2023 at 6 pm at the library.

X. ADJOURN

Cynthia MacNaught made a motion to adjourn. Larry Bauman seconded, and the meeting adjourned at 6:38 pm.

Respectfully submitted,

Amy Johnson, Secretary

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