

Goffstown Public Library Board of Trustees

Minutes

September 21, 2022, Goffstown Public Library Third Floor Conference Room

1. Call to Order at 6:31 pm - Silence Phones

Members present: Samantha Homan (Chair), Kathy Coughlin (Vice Chair),
Margaret "Happy" Beale, Diane Hebert, Aimee Huntemann, Laura Stevens

Also present: Dianne Hathaway (Library Director), Kelly Boyer (Select Board Representative)
Myriam Resnick (Minute Taker)

2. Public Comment/Guest Speakers/Correspondence

3. Chairperson's Report

- NHLTA nominations.
 - Unfortunately, the Friends of the Goffstown Library did not win.
 - Dianne Hathaway was named Library Director of the Year alongside another candidate.

4. Acceptance of Minutes

- Minutes for August 17, 2022
Motion to accept minutes as presented by Aimee Huntemann,
Seconded by Kathy Coughlin.
Aye:6, Nay: 0, Abstain:0.

5. Acceptance of Donations

- Acceptance of a \$40 donation for proctoring services. No restrictions.
- Acceptance of \$29.50 in miscellaneous cash donations. No restrictions.
- Acceptance of a \$20.00 donation from Eileen Lee in honor of Alice Slattum, who recently celebrated her 100th birthday. Eileen and Alice were both in a book discussion group together. No restrictions.
Motion to accept donations as presented by Aimee Huntemann,
Seconded by Laura Stevens.
Aye:6, Nay: 0, Abstain:0.

6. Financial Report: Monthly Manifest, Bank Statements, Treasurer's Report and Signatures

- Samantha Homan signed a check for \$2,224.35 to the Town of Goffstown for McFarland-Johnson invoice #9.
- Samantha Homan signed a check for \$5.50 to a patron for a found lost book.
- Samantha Homan signed a check for \$42.64 to Ingram (\$16.93 from the LaMontagne fund and \$25.71 from the Herman fund).
- Kathy Coughlin signed an employee change of status form.

- Kathy Coughlin signed a document for TD bank. This was a missing signature for a document from spring.

7. Other Reports

a. Library Director's Report

- The numbers are going up. August was the busiest month of the year.
- Good commentary was given about the summer programming. Attendance of children's programs was up by over 200% from last year.
- The classes and workshops offered was increased to 164% compared to last year.
- GMILCS met last Thursday. An ad hoc committee is reviewing the formula. A retreat will be held in February 2023.
- Department reports were sent out.

b. Administration and Finance Committee Report

- The heating oil rate came in higher than the anticipated \$1.50/gallon.
- They discussed Foundation updates and the marketing consultant RFP.
- Vote needed: Draft budget.

c. Buildings and Facilities Committee Report

- B&F will begin working on a grant application deadline calendar and tracking sheet.

d. Human Resources Committee Report

- Did not meet.

e. Ad Hoc Strategic Planning Committee

- Did not meet.

f. Friends of the Library Update

- The Friends spent the following amounts for items previously approved:
 1. \$130 Parks & Rec water dispenser as a thanks for borrowing tables
 2. \$400 GPL Foundation
 3. \$300 Shark Conservancy Program
- They voted not to sponsor the annual pie event in November.
- They reviewed plans for the book sale setup during the week of October 11. Volunteers needed! Please plan to contribute time to setup or clean up.
- They approved up to \$400 to purchase two new tents for the book sale.

g. Foundation

- Kathy Coughlin updated the Foundation on the bond session the Trustees had.
- Chris Strong, Evelyn Redmond and Kathy Coughlin will meet every other week.
- The donor software is being set up.
- The foundation was approached about hosting the Once Upon a Pie event. It is proposed to be a joined event between the Foundation and the LBoT.

8. Report on Meetings of Note: Happy Beale (Next Month: Laura Stevens)

- The Budget Committee is planning to tour Glenn Lake and Maple Avenue School.
- The Select Board declared 09/17 – 09/22 Constitution week and discussed permits for the Pumpkin Regatta and a Library Sky Watch.
- The Fire Department was discussed. They are changing their standards.
- Firework Ordinances were discussed.
- Library Services were discussed in conjunction with town appreciation week.
- The fiber optics network will be extended to Mountain View Middle School.

9. Old Business

- a. **No COVID-19 procedures update.**

10. New Business

- a. **Vote needed: Deaccessioned materials to the Friends for the October 15 book sale.**

- Motion to transfer the deaccessioned materials to the Friends of the Goffstown Public Library for the October 15, 2022, book sale by Kathy Coughlin, Seconded by Aimee Huntemann.
Aye:6, Nay: 0, Abstain:0.

- b. **Vote on Investment Policy**

- It was requested to change “prudent man” to “prudent person”, but this is tied to the terminology in the RSA.
- Motion to reaffirm the Investment Policy for 2022 by Kathy Coughlin, Seconded by Diane Hebert.
Aye:6, Nay: 0, Abstain:0.

- c. **Vote needed: Draft budget.**

- The budget is a 5.37% increase to last year. This includes the market adjustment.
- In the narrative the term “Employee Appreciation” is removed as it falls under employee wellness and development.
- Motion to approve the 2023 draft budget by Kathy Coughlin, Seconded by Laura Stevens.
Aye:6, Nay: 0, Abstain:0.

- d. **Once Upon a Pie event**

- The Foundation and the Trustees are planning to work together as the Friends are willing to pass it on for this year.
- Tammy Gross has put together a collection of planning tools and information. Samantha Homan will send out the link.
- The planned date is November 19, 2022.
- The Trustees discussed prizes and candidates for MC.
- Dianne Hathaway and Tammy Gross will collaborate with a few Trustees to create a subcommittee.
- Dianne Hathaway will create a Facebook event.

e. Marketing RfP

- SRG is a fundraiser not a marketing consultant.
- Before approaching companies for quotes the Trustees need to figure out the desired **timeline**, **outcome**, and **target** of the marketing campaign.
- Instead of asking what the company should provide in services describe the desired outcome and let them describe the services they would recommend.
- The foundation could approach GTV about making a commercial.
- It was discussed whether it would make sense to hire a marketing manager or to do certain things in house and outsource only as needed.
- Please review the RfP and send ideas to A&F.
- During the discussion it was recommended to create a historical binder for the project.

f. **Upcoming library tours: October 15.**

- A tour will be held at 11am.

g. **Items for Monthly Executive Report.**

- Dianne Hathaway was named NHLTA Library Director of the Year 2022.
- The Board accepted donations.
- The summer experience was a success.
- The Board reviewed and reaffirmed the Investment policy.
- The Board approved the 2023 draft budget.
- The Board of Trustees and the Goffstown Library Foundation will host the Once Upon a Pie event on November 19.

11. 'Parking Lot'

- Statistics Breakdown
- Alternate Recruitment

12. Non-Public Session, per RSA 91-A:3, II(b) and II(c) entered from 8:03pm until 8:25pm.

13. Adjournment at 8:25pm.

Action Items:

- Volunteers needed for the October 15, 2022, book sale! Please plan to contribute time to setup or clean up.
- Please consider the desired timeline, outcome, and target of the marketing campaign.
- Please review the RfP for marketing consultant and send ideas to A&F.
- It was recommended to create a historical binder for the building addition project.