

## Hillsdale Free Public Library

Board of Trustees

April 8, 2013

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In attendance were: Barbara Braun, Douglas Frank, Warren Harris, Robert Heyliger, Joanne Miano, Kathleen Scordato, Barbara Wertheim

Also present: David Franz, Director of the Library

Excused: Guy Mulé, Allen Saslowsky

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Mr. Harris, President, called to order a meeting of the Trustees of the Free Public Library of Hillsdale, Bergen County, New Jersey. Notice of this meeting was transmitted to the newspaper of record, filed with the Borough Clerk, and posted on the Library's website and bulletin board, in accordance with the Open Public Meeting's Law.

The meeting was called to order at 7:30 PM. The Board reviewed the March minutes. Ms. Braun made a motion to accept the March minutes, Ms. Wertheim seconded. Unanimous vote of approval.

Public invited to speak: No one was present.

President's Report: Mr. Harris: Mr. Harris spoke with Mr. Eric Bloom of the Woodcliff Lake Council regarding the proposal that the Hillsdale Library submitted to him for Woodcliff Lake's consideration. It has not gone before their Council yet. Mr. Bloom believes that if the Hillsdale Library were to reduce the fee by \$25, WL would reduce their fee commensurate with ours. WL does, however, want its residents to pay a fee. Mr. Bloom asked about extending our proposed policy beyond Seniors 60 and over. The Hillsdale Board currently has a consensus on the proposed discount for seniors. The Hillsdale rate is currently \$275. WL reduced their reimbursement from \$275 to \$175 (their residents being responsible for \$100). The Hillsdale Library proposed policy will be presented at the next WL Council meeting. Councilman Frank asked if it would be retroactive and there would be some logistics involved with that. Ms. Braun suggested that it would be a goodwill gesture.

Current WL memberships are: 22 for March 2013 vs. 28 for March 2012. For the first quarter, Hillsdale has received 52 memberships, mostly renewals. Mr. Franz is planning to reserve most of the 2013 revenues and apply them to 2014.

Treasurer's Report: The Treasurer was excused this evening. Mr. Franz stated that the Library is fiscally sound. Checks for visitor institutional passes were sent to the three museums that *The Friends* will reimburse. Glen Ridge has an excellent museum pass policy which Mr. Franz will share with the Board. There is an on-line reservation system. The pass would be for three days and there will be a reserve system. The passes are for The Guggenheim, The Intrepid, and The Grounds for Sculpture (Trenton/Hamilton). Passes should be available within the month. A discussion ensued as to the logistics of borrowing and returning of the passes. The Board will refer to the Glen Ridge policy for guidance.

Director's Report: Mr. Franz:

- Mr. Franz referred to two books on marketing strategies. He continually explores ways to attract new patrons and bring innovative ideas into the Library. On display was a large Lego head and cards were distributed to Board members to "*put your idea or suggestion in our head*". The Lego head is catchy! Mr. Heyliger suggested making a Lego shelf next to it to hold the suggestion cards. Ms. Braun

suggested that there be some feedback. Mr. Harris asked how that feedback would be given. Ms. Braun said that these feedback cards could generate new patrons and expand the distribution list.

- The telephone system for the elevator failed inspection and was repaired.
- Mints are distributed at the Main Floor reception desk from time to time.
- A suggestion was made for a Welcome Night for new residents. Ms. Braun suggested that other town committees, i.e. the Historical Society, could present as well.
- Ms. Braun said that the two book talks “History of the Hillsdale Police Department, Part 1 1898-1979, by Sgt. Sean Smith were phenomenal. His passion spoke volumes. The first session was video-taped. It focused on the history of the police force in Hillsdale, but extended to the history of Hillsdale. Copies of the book will be available for borrowing.
- Mr. Franz is considering a mini-golf tournament throughout the Library next year. He suggested that perhaps local organizations could design their own hole.
- Ms. Miano asked about the duck race, but it would require a gambling license.
- eBCCLS + BEAT (Bergen Audio Team): Mr. Franz was on this committee for the merger, and there will be many more ebooks and downloadable audio books available to our patrons in the near future.

New Business: Mr. Franz spoke about the Library’s Mission Statement and proposed logo. The current mission statement was from 2002 and the focus then was on products, not on the people we serve. It needs to be updated and samples from other Libraries were shared. Mr. Franz has distributed cards to all staff members asking them to daily write down how they serve the public. Feedback from that will be shared with Board members in the future. Sample logos were considered with the phrase *pursue your passion*. Board members had a lengthy discussion about the mission statement, how it is defined and how a Library lives that statement daily. The Board agreed that what makes a library are its people. Ms. Braun suggested that there might be a modification to the proposed logos based on a final revision of our mission statement. Mr. Franz has asked all staff to define what they want to improve in the Library besides individual goal-setting and core evaluations. Mr. Frank asked about job descriptions and they are clearly defined. Board members will consider the logos and various mission statements for the month.

#### Rules of Conduct & Customer Service Policies:

- The Ridgewood Library is revising its policy. The Hillsdale Library sub-committee presented the proposed Rules of Conduct. Mr. Frank asked what if there are any legal issues and the policy will be submitted to the Borough’s attorney for review. Ms. Wertheim referred to bullet 14 about cell phone usage. Patrons are encouraged to use their cell phone outside of the Library. The sub-committee introduced a motion to approve the Rules of Conduct after the Board’s review and discussion. A motion was made to approve the Rules by Mr. Frank, seconded by Ms. Scordato. Unanimous vote of approval.
- The second policy discussed was the Customer Service Standards. A motion was made to approve said policy by Mr. Heyliger, seconded by Ms. Miano. Unanimous vote of approval.

*The Friends:* No one was present. A *Friends* fundraiser is next Tuesday evening, April 16<sup>th</sup> at Wendy’s from 5 PM – 8 PM with 15% being returned back to the Friends. Cindy will have storytelling at 6 PM and 7 PM. Mr. Franz will engage in a chicken nugget eating contest.

The next Library Board meeting will be on May 13, 2013. Mr. Harris moved to adjourn the meeting, Mr. Frank seconded. The meeting officially adjourned at 9:04 PM.

Respectfully submitted,  
*Deirdre Danaher*  
Recording Secretary