

Board of Trustees  
MONROE FREE LIBRARY  
Minutes of Monthly Meeting  
October 20, 2014

Present:

Officers:

Sandra Keltai-President  
Barbara Zerner-Vice President  
Kathy Demos-Recording Secretary  
Hormoz Nozari-Treasurer

Trustees:

Patricia Shanley  
Paulette Browne  
Al Leventhal  
Terry Schommer  
Associate Trustee:  
Lu Liu(arrived at 9:18 p.m.)

Also present:

Marilyn McIntosh-Executive Director  
Mary Duffy-Assistant Director  
Maria Arias-Bookkeeper  
Ian Murphy-Head of Public Relations  
CPA Denise Williamson-Guest of the Board(arrived at 8:12 p.m.)

Excused:

Charles Pakula-Trustee

Members of the general public: Elizabeth Tischler

1. CALL TO ORDER: Following the Pledge of Allegiance, the meeting was called to order at 8:04 p.m.
2. PUBLIC COMMENT: Daughter of longtime MFL Trustee, Milton Tischler, Elizabeth Tischler introduces herself to the Board.
3. DISPOSITION OF SEPTEMBER 8, 2014 AND SEPTEMBER 14, 2014 MINUTES. P. Browne moves, sans a second, to table the two, draft Minutes from the regular and the special, September Board meetings. A. Leventhal moved, and P. Shanley, seconded, to approve the draft special meeting Minutes with the correct date of September 8, 2014. With B. Zerner abstaining and P. Browne opposing, the motion was approved by the remaining Trustees. A. Leventhal then moved, and H. Nozari seconded, to approve the September 14th Minutes as drafted. With B. Zerner and T. Schommer abstaining and P. Browne opposing (due to the delivery time of the draft), the motion was approved by the remaining Trustees.

4. **CORRESPONDENCE.** The Director shared an October 14, 2014 "security breach" letter from Hudson Heritage FCU, noting that MFL currently has no funds on deposit at this federal credit union.
5. **DIRECTOR'S REPORT.** Executive Director, M. McIntosh, highlighted her written report. On September 14, 2014, the Town of Monroe Board voted to put the library's proposed 2015 Budget Proposition on the November Ballot. Former Trustee G. Whittington and library CMC Verticon both made generous contributions to the Annual Fund Drive. A decision to replace the current 49 x 32 x 32 Book Drop with a 56 x 38 x 38 Book Drop (inclusive of a truck) for \$4,990 was tabled. A non-competitive construction grant application for \$1,234,162 (for a payout in 2015) was successfully submitted to RCLS. Water spots in the ceiling of the lobby of MFL's rental space were reported to our Landlord and were addressed in early October. RCLS's proposed 2015 Budget was discussed. S. Keltai moved, and H. Nozari seconded, to have RCLS schedule a meeting with and at MFL to discuss its 2016 proposed Budget before asking us to vote on it. With A. Leventhal abstaining, the motion was passed by the remaining Trustees. P. Shanley moved, and S. Keltai seconded, to vote "YES" on the 2015 RCLS Budget Ballot. With P. Browne and H. Nozari opposing, but all remaining Trustees approving, the motion passed and S. Keltai signed the Ballot. The Director commenced explaining the January, 2014 – September, 2014, "historical" Net Worth and Cash Budget Reports. After preliminary questions and comments from A. Leventhal, K. Demos and M. Arias, A. Leventhal moved, and P. Browne seconded, to table approval of all of these "historical" Reports and to refer same to the Finance Committee for a recommendation to the full Board at the November Board meeting (once an emergency meeting could be scheduled to review these Reports with CPA Denise Williamson). The motion passed unanimously. The Assistant Director presented a written comparison of 3 bids for the move back from the temple to 44 Millpond Parkway. The 2 lower bids did not include the "deconstruction costs". The Assistant Director believed she could get "deconstruction" estimates to the Executive Committee on October 21-22, 2014. The Director next discussed her creation of an Employee Handbook in 2007, which I. Murphy began redesigning in 2007. P. Browne noted that this Handbook should be presented to Trustees so that any personal information can be deleted and so that all can know the most current emergency contact information/chain of command.
6. **TREASURER'S REPORT:** H. Nozari introduced CPA Denise Williamson to the Board and, pursuant to the October 16<sup>th</sup> Special meeting of the Board, Ms. Williamson's retainer letter was signed. The Director asked for Transfer Forms to be signed by the Treasurer to dispose of the matured Greater Hudson Bank Certificate of Deposit, pursuant to the October 16<sup>th</sup> Special meeting of the Board. Upon viewing the Transfer Form presented to the Treasurer, P. Browne (immediate past Treasurer), B. Zerner (Chair of Audit Committee) and K. Demos

(Finance Committee member) questioned whether the Form presented was what the Executive Committee had wanted to use when the topic was brought up on August 21, 2013. The Directors offered to research the matter. The Director signs IRS Form 8879 to file the library's 2013 tax returns electronically. The Treasurer and/or another member of the Finance Committee will contact the Auditor about requested changes to the "Representation Letter".

## 7. COMMITTEE REPORTS:

**EXECUTIVE COMMITTEE ("EC"):** President S. Keltai reports an EC consensus to have plumber Ebner replace a failed 40 gallon, electric hot water heater at 44 Millpond Parkway and to have the Directors explore either buying or renting a water softener unit to prevent future failures. A. Leventhal moves, and P. Shanley seconds, to ratify this EC consensus. The motion passes unanimously. The EC will schedule a follow-up meeting with our CMC's Co-President, Irving Zuckerman, to address some communication issues. The Board has been presented with alternate quotes from Laura Wong-Pan, Esq. A. Leventhal moves, and P. Shanley seconds, to accept the 100 hours option from Ms. Wong-Pan. The motion is approved unanimously. A. Leventhal next moves, and S. Keltai seconds, to ratify the EC's consensus to increase our "capitalization" cut-off amount to \$1,500. The motion is approved unanimously. S. Keltai reports that 11 of a possible 13 staff members voted to be represented by the Communications Workers of America ("CWA"). As soon as MFL learns when CWA wants to commence its negotiations with management, the Board will be notified.

**BUILDING AND GROUNDS:** Some book shelves in the lobby collapsed on October 19<sup>th</sup>. S. Keltai thanks M. Duffy and her husband, and A. Leventhal, for immediately responding to the temple to stabilize this situation.

**BY-LAWS COMMITTEE REPORT:** Proposed changes to Sections on Associate Trustees and Filling Vacant Trustee Positions had been tabled until this meeting. A. Leventhal moved, and P. Shanley seconded, to approve the proposed changes [to Sections 2 and 5 of Article III] eliminating Associate Trustees, inter alia. With P. Shanley, T. Schommer and A. Leventhal voting in favor of this elimination/these changes, and the remaining Trustees opposing, the motion did not pass. P. Shanley presents proposed changes to Section 8 on Trustees' Conduct. K. Demos questions whether any Policies (e.g., Conflict of Interest) belong in By-Laws. A. Leventhal notes that most companies have Codes of Conduct. The Director hands out copies of the current Conflict of Interest Policy with a request that all Trustees complete the required Form.

**AUDIT AND FINANCE COMMITTEE REPORT:** These committees must meet as soon as possible with the CPA and the Bookkeeper. Cf. Discussion of "historical" Cash Budget and Net Worth Reports noted during Director's Report above.

**NOMINATING COMMITTEE REPORT:** P. Browne is asked by S. Keltai to continue as Chair of the Committee effective October 1, 2014. P. Browne asks for all Trustees interested in holding an EC position next year to contact her.

**FUNDRAISING COMMITTEE REPORT:** UNO Chicago Grill will be having a library Doughraiser during the whole month of November.

**GRANT COMMITTEE REPORT:** A. Leventhal reports that a possible federal grant might have been available if an application had been filed by December 31, 2013. Purportedly, RCLS notified a former Trustee of this grant last August. The Director again asks the Committee to pursue getting grants from local banks and, also, from Orange and Rockland. P. Shanley is asked to complete the HVAC [RCLS construction] 2014 grant paperwork now that the HVAC work is almost entirely completed.

**LIBRARY OPERATING COMMITTEE REPORT:** D. Harris reports that the time for the Director's review is upon us and will be scheduled as soon as the Director returns from vacation on November 3<sup>rd</sup>.

**LONG RANGE PLANNING COMMITTEE REPORT:** It is time to start planning for a new Long Range Plan. The Director will check to see what years our "current" Five Year Plan covers.

**PUBLIC RELATIONS COMMITTEE REPORT:** P. Shanley distributes a two page "A Bigger & Better Library" "Rough Timeline and 5-part Plan for Opening the Newly Expanded Monroe Free Library, October 2014-March 2015" which the Committee, in conjunction with I. Murphy and M. McIntosh, developed (copy attached). A. Leventhal moves, and B. Zerner seconds, to give the PR Committee limited authority to implement the first three parts of the "5 Part Approach". The motion passes with K. Demos opposing. Any and all proposed Press Releases must be pre-approved by the full Board prior to requesting publication.

**STEERING COMMITTEE REPORT:** K. Demos reports on the continued lack of resolution of the bills from Atlantic/Verticon/Ambient due to the August roof damages occasioned by Atlantic's removal of asbestos in the flashings. MFL Attorney Richard Guertin will be asked to mediate some type of solution with all interested parties. The EC is also going to seek a follow-up meeting with Irving Zuckerman to address multiple problems presented in the recent special inspection reports from Advance Testing. The roof at 44 Millpond Parkway is still leaking, but the new Project Superintendent assures MFL that no damage is occurring due to the small leak. There is still an unresolved matter of interpretation regarding the necessary ceiling/roof insulation required by the

applicable NYS/local Codes. MFL is awaiting quotes on possibly having to hook into the dry cleaner's water line and on possibly removing the septic tank outside of 40 Millpond Parkway which was never removed when the property was hooked up to municipal sewers. M. Duffy recommends Affordable Backhoe, phone # 692-7022, to possibly remove the unused septic tank.

8. OLD BUSINESS: None.

9. NEW BUSINESS: There have been complaints of there being too much heat at the temple.

10 . GOOD AND WELFARE: None.

11 . OPEN FLOOR DISCUSSION: None.

12. ADJOURNMENT: H. Nozari moves, and P. Shanley seconds, to adjourn at 11:06 p.m. The motion passes unanimously.

REMINDER! NEXT MONTH'S BOARD MEETING WILL BE ON NOVEMBER 10, 2014 AT 8 P.M. AT EITZ CHAIM.

Respectfully submitted,

K. Demos

## Public Relations Campaign:

### A BIGGER & BETTER LIBRARY

#### Rough Timeline and 5-part Plan for Opening the Newly Expanded Monroe Free Library October 2014 – March 2015

##### 5 PART APPROACH:

- **Recap: *A Bigger & Better Library: The move to 1465 and the story of the construction at 44 Mill Pond Parkway.* (begins Oct. continues through mid-December)**

This phase will create an important historical archive for the library, and is designed to help patrons understand and feel more like they are a part of the changes that are happening at MFL. This will essentially be a segmented daily photo report on the renovation progress, using in-house pictures with short captions in the Daily Emails, showing patrons the changes, including before/after pictures of the spaces; the staff working to get 1465 ready, and a few of the changes at 44, e.g. the window replacement, knocking down a wall, etc.

- **"I'm Standing Up for My Bigger & Better Library." (begins 1<sup>st</sup> week of Dec.)**

This is a revival of the earlier Standing Up campaign, with materials including a banner at 1465, and flyers, bookmarks and buttons at the circulation desk available beginning Dec. 1.

- **Print materials**

- Several recap flyers corresponding to the Daily emails (but in print), to hand out in the library during 1st and 3rd weeks of Nov. and at the beginning of Dec.
- 2nd week of Dec.: Events calendar & flyer with the closing date and a guide to getting by (where to drop your books, other libraries to use, etc.) while the library is closed for the move back to 44, and to maintain *By the Millpond* presence.

- **Press solicitations (two prong approach: one based on approximate dates, the other on confirmed dates when that becomes possible)**

Given that it is not likely we will have firm dates on construction until much later, and that it's important to communicate with the public and engage them in the excitement of the project, releases about progress (recap & before/after pics) should be sent in the context of an approximation of completion dates, and followed up by updates as things change and become clear. Releases should be spread out from late November through March, and sent (again, depending on the estimated dates of construction completion) about the closing, the move and the reopening, and once actual opening dates become clear, additional releases and updated/current information should be sent again.

- Press brief with a photo of Marilyn & the Board President close to principal construction with comments on the progress, again, this will reflect the recaps already happening in emails and in flyers. (late November?)

- Press release announcing the projected closing date of 1465, and approximate amount of time the library will be closed and the projected reopening of 44. (as soon as known?)
- Press release announcing "Name the Room" contest (see Public Events below, mid-December)
- Follow-up press release with confirmed dates for reopening 44 once they are known.
- "Moving the Library" release as it happens, with pictures. (mid-January?)
- Pitch feature story to Photo News about the progress of the move while the library is closed, to keep people in touch. (mid-January?)
- Name the Room contest winner release with photo (late January?)
- Pitch feature story to Orange Magazine, Times Herald-Record and RNN/Channel 12 about the grand reopening date in the spring for April or May. (mid- to late-March?)

- **Public events**

The following ideas are suggested:

- "Name the Room" contest for the new space so far designated as a 'local history room.' The purpose of the room is for a quiet space to work, with wi fi. Re-imagining a broader use for the space to cater to the business community, it could also be reserved by the business professionals and other adults in need of a private one-time use space for small meetings, as an alternate work space, or interview space, e.g. (Contest announced and begun in early December; judging after reopening in January, followed up with a press release and photo of winner)
- Eagle Scout project for development and landscaping of the grassy area in back
- Gala reopening party scheduled for warmer weather in April or May so we can use outdoor space.