



*Sandown Public Library Trustees Meeting*  
**Minutes for October 25, 2018 at 6:30 PM**  
**Sandown Public Library**

***DRAFT***

**Call to Order –**

- The meeting was called to order at 6:34pm

**Attendance –**

- Director Hoadley
- Trustees: Diana True, Tina Owens, Pete Stock and Carol Fournier
- Absent: Patricia Sarcione, Bookkeeper and Selectmen's Liaison Stephen Brown

**Pledge of Allegiance**

**Advocacy Boot Camp Overview**

Director Hoadley walked the Trustees through an Advocacy Boot Camp exercise designed to help the Library learn how to build our advocate base.

**Finance Report**

Financial Reports – prepared by Patricia Sarcione, Bookkeeper

Undesignated Donations: \$750

Densen Fund Donation: none

Trustee Fournier made a motion to accept the undesignated donations of \$750.00. Trustee Stock seconded the motion, and the motion carried unanimously.

**Approval of Minutes**

September 20, 2018

- Trustee True made a motion to accept the minutes of September 20, 2018 as corrected. Trustee Fournier seconded the motion, and the motion carried.

**News & Views of the Director**

Circulation and Visits

The Director recommended that this category going forward needs to be tagged as “Statistics” to more accurately reflect the combination of circulation, visits, telephone, website users, wireless users, outreach, programming and offsite programming attendance.

The Director presented the Circulation and Visits statistics for September 2018. The numbers are steady month over month but still slightly down from 2017. As reported in previous meeting minutes, the Trustees made the decision to temporarily use manual door counters in addition to our automated door counter at the main entrance, for several reasons: 1) inconsistent reporting from our automated door counter vendor, 2) library visitors entering and exiting the library from the basement entrance for programming (no automated door counter there) and 3) community outreach and offsite programming.

The Director also submitted a new statistic for Wireless and Website users. This statistic more accurately reflects the growing use of remote access to library services.

The library also published a new E-newsletter and the Director provided the following statistics about distribution and viewing:

- The first blast was distributed to 722 people; 42.8% opened the newsletter with 3.9% click-through rate to other pages referenced in the newsletter (“click-through rate”).
- By comparison, the national average for all industries is 40%; education/library national average is 15.4% whereas the Sandown Library was 42.8%.

The Library then chose to do a “resend” to 446 recipients who did not open the first send and this resulted in 20% opening the newsletters and .9% click-through rate.

In total, 62.8% opened the e-newsletter and a total of 4.8% click-through rate.

Programs & Announcements – discussion ensued.

Director’s Report – attached separately and discussion ensued.

### **Friends of the Library Report**

- Fall Friends Update
- “Humanities To Go” Grant funding
- Dec 3 Annual Dinner & Cookie Swap

### **Old Business**

- Primex - Workers Comp & Unemployment Coverage Consolidation Update
  - Break down was sent to the Town Hall. The Library will reimburse the town per Finance Director’s request
- 2019 Budget Schedule
  - Board of Selectmen meeting to review Library proposed budget moved to Monday Nov 26, 2018 at 7am; Budget Committee budget review meeting is still Wednesday, December 12, 2018 at 7:30.
- Parking Lot Discussion – The Director spoke to the Town Administrator Lynne Blaisdell and learned once a town creates a parking lot off a state road, the parking lot and any drainage, traffic flow issues, etc. becomes the Town’s responsibility. As such all drainage issues and traffic flow issues with the parking lot adjacent to the library will need to be addressed and fixed by the Town of Sandown.
- Trustee vacancy – Director continues to look for a Trustee to fill the vacant position including placing a notice in the Carriage Towne News; still no replies or interest received. The Director and Trustees agreed the Director will post a notice at the Town Hall.

### **New Business**

- Substitute – Erin Matlin
  - The Director has been approached by librarian Erin Matlin who is looking for part-time work. The Director interviewed Ms. Matlin and believes this would be a good fit and a needed resource. The Director is requesting a background check and if there are no issues found, Ms. Matlin will be hired as a substitute.
- 2019 Budget
  - The Director submitted a new format for the budget that will be presented to the Board of Selectmen and Budget Committee.
- Koha Upgrade 18.05 – Based on an array of tickets submitted by member libraries, the upgrade should be addressing persistent performance and access issues.

- Director Review – discussion ensued.  
Once the evaluation was reviewed by all parties, the discussion focused on the future and expectations regarding roles of the Director and the Trustees.

For example, as the library moves forward with long term projects and strategic planning, the Director would like to see the Trustees drive these initiatives by leading and creating more sub committees for each project

Objectives for the coming year: The Director asked for an opportunity to conduct her own self-evaluation first with the goal being, once her self-evaluation is complete, the Director and Trustees will collaborate on setting the objectives.

### **Next Business Meetings**

- Thursday, November 8, 2018 - Final Budget Prep meeting @ 7:00pm
- Thursday, November 15, 2018 @ 7:00 p.m.
- *Monday, November 19, 2018 - Budget scenarios due to the Town Finance Director*
- Monday, November 26, 2018 - Budget Review with Board of Selectmen @ 7:00pm
- Wednesday, December 12, 2018 - Budget Committee Library Budget review meeting @ 7:30pm

### **Adjournment**

Trustee Owens motioned to adjourn the meeting at 9:55pm, Trustee Fournier seconded and the motion carried unanimously.

Respectfully submitted,  
Tina Owens  
Vice Chairperson and Acting Secretary