



EAST LONGMEADOW PUBLIC LIBRARY
BOARD OF LIBRARY TRUSTEES
Meeting Minutes for October 21, 2020

The East Longmeadow Board of Library Trustees held its regular monthly meeting on Wednesday, October 21, 2020 via Zoom video conferencing. Pursuant to Governor Baker's March 12, 2020 Order Suspending Certain Provisions of the Open Meeting Law, G.L. c. 30A, § 19, and the Governor's March 15, 2020 Order imposing strict limitation on the number of people that may gather in one place, this meeting was conducted via remote participation to the greatest extent possible.

Trustees present were: David Boucher, Cynthia MacNaught, Melanie Mannheim, Michael Gray and Christina Cooper. Kendra Levesque was absent. Layla Johnston, Library Director, was also present. Guest, Diane Tiago, was present. Jamie Rooke, Assistant Director at ELCAT for the Town of East Longmeadow, was also present to host the Zoom meeting.

I. CALL TO ORDER

Chairperson, Michael Gray called the meeting to order at 6:05 pm.

Michael Gray welcomed Christina Cooper to the Board and thanked Melanie for forwarding Christina a packet of necessary documents to become more acquainted with the Board and the Library as a whole. These documents will provide ample information and resources particularly useful to help aid new Library Trustees.

Michael also welcomed Diane as our guest and further explained how the Board greatly values her expertise.

This meeting was audio and videotaped via Zoom for future broadcast on ELCAT as well as provided live streaming to Facebook.

II. MEETING MINUTES

Minutes for the September 16, 2020 meeting needed approval. There were two minor corrections made with dates. Cindy MacNaught motioned to accept the minutes with corrections. Christina Cooper seconded, and the motion passed unanimously.

III. GUESTS' OPPORTUNITY TO ADDRESS THE BOARD

Diane Tiago will provide information under New Business.

IV. DIRECTOR'S REPORT

A. Narrative:

*Director Layla Johnston reported that the bench near the west-facing door has been removed and placed in storage. The bench was unfortunately attracting crowds and disrupting curbside pickup services, however, bench seating is available near the north-facing entrance.

*Layla introduced and welcomed Christina Cooper as our newest Trustee. Welcome Christina!

*The Massachusetts Library Trustee Association (MLTA) will hold a virtual meeting on the discussion topic "Putting your stamp on the future: creating diverse or sustainable boards" on Saturday, November 14, 2020 at 10:30 am. There is no fee for this event.

*The Library's annual application for State Aid to Public Libraries was submitted to the MBLC on September 23, 2020.

*The Library Director provided the Trustees with a table chart documenting how the Library is providing children's services and support to local schools during the library building closure.

*The Library will have a Fall Reading Challenge for all ages through Beanstack on October 1st and will run through November 12th. There will be an opportunity for prizes, similar to the Summer Reading Program.

Layla Johnston encourages all library patrons to participate in curbside pickup. Curbside pickup will continue through the winter months since the Library's awning provides enough protection.

For additional details, see the Director's Report of October 21, 2020.

Cynthia MacNaught motioned to accept the Directors Report. Christina Cooper seconded, and the motion passed unanimously.

V. COMMITTEE REPORTS

Melanie reported she was waiting to hear from the Town of East Longmeadow regarding the Trustee By-laws.

VI. OLD BUSINESS

The Board accepted to send the Library's Pandemic / Health Emergency Policy to the MLS to use on their website as a convenient reference for other libraries.

David Boucher motioned to send the policy to the MLS and Christina Cooper seconded, and the motion passed unanimously.

VII. NEW BUSINESS

a. Gift and Donation Policy – Included in the Trustee packets was a copy of the Gift and Donation Policy. The Friends of The East Longmeadow Public Library have recently received large donations. Layla Johnston stated that the existing policy does not expressly state specific donation qualifications for The Giving Wall and therefore should be more clarified. The policy should provide qualifications as to what minimum amount donated would qualify the donor to be named / engraved on the Library's Giving Wall, which is located in the lobby.

Diane spoke about the Friend's Brick Fundraiser Order (Literacy Path Brick Order Form) which has a tax-deductible donation of \$75.00 per brick order. The Board then discussed the option of having a minimum amount of \$100.00 to include an engraved donor name on the Giving Wall in order to receive recognition. Diane provided the Board with a little history about the Giving Wall.

The Board discussed various ways an individual could give to the Library such as, donate directly to the East Longmeadow Public Library, donate directly to The Friends of The East Longmeadow Public Library, or donate through a brick sale which is handled through The Friends of The Library.

Michael proposed that The Friends of The East Longmeadow Public Library move forward and have a plaque engraved that is appropriate for the current Giving Wall. Layla will send photos of the Giving Wall for all Trustees to view. At the next Trustee meeting, the Board will discuss new ideas about restructuring the Giving Wall, form a committee and decide on donation levels. The Board will coordinate this process with The Friends.

b. FY22 Action Plan – Every year the Library puts together an action plan that consists of small measurable goals that are incorporated through using feedback from the library's Strategic Plan. It covers FY22 which is a time frame of July 1, 2021 until June 30, 2022. A copy of the plan link was included in the Trustee packets. Layla explained how she worked closely with the staff.

The Library Director provided the Trustees with goals taken directly from the Strategic Plan. The action plan addressed the needs as to what the community expressed what they would like.

Diane explained that as a team, the Friends always work together with the Library and the Friends welcome the Library's wish lists. The Friends can always be asked and help out financially when needed and the Friends Director's are there for the Library.

Christina Cooper inquired about goal #5 - to establish a presence at local schools. Christina asked the Library Director to think about including the middle school in the strategic plan goals. Layla will research this and speak to the Children's Department.

VIII. FRIENDS OF THE LIBRARY REPORT

Friends President, Diane Tiago, explained that this week is National Friend's of the Library Week. Every year, the third week in October signifies Friends of the Library Week and fosters Friends advocacy. The Friends held their Board meeting on October 5th and prepared for the National Friends Week. This is a very specific time when The Friends of The East Longmeadow Public Library raise awareness about the group, promote new Friends memberships and renew existing Friends memberships. Diane acknowledged Layla and Erica for their support in helping the Friends in suggesting they include mini flyers on the curbside pick-up table and information on the windows of the library. Diane also thanked Don Maki and his team at ELCAT for their support. And a big thank you to Sarah Heinonen at The Reminder Publication newspaper for helping the Friends with a beautiful and educational write-up in the paper. Sarah assisted in helping the Friends of The Library express how the Friends operate in the article. The Friends have used this time wisely to creatively enhance the Friends brochures, forms and give the documents a fresh look in presentation. The Friends are

currently reviewing their by-Laws. The next Friends meeting will be held on Monday, November 2, 2020 at 7pm and anyone is welcome to join the zoom meeting. E-mail FOELPL@gmail.com with any questions.

The Board thanked Diane for her continued service to the Library and the continued support she is currently dedicating to the Friends and the Library as a whole.

IX. OTHER BUSINESS

*Melanie suggested to the Board that they review and update a few of the oldest policies at this time. This item will be placed on the next meetings' agenda. The next policies for review were identified as: the Reciprocal Borrowing Policy, the Cell Phone Use Policy and the Safe Child Policy. In order to keep the Library policies looking consistent and professional on the Library website, she kindly recommended that Layla add the library logo and center the policy name on each document.

*Melanie inquired about including the Trustee By-Laws on the Library's website to provide a location to keep this important document. The Library Director asked Melanie to forward her a copy of the bylaws so she can be prepared to add the Library logo to the document once the Trustees receive confirmation from the Town.

*The United For Libraries hosted a webinar "Responding When COVID Comes To Your Library: Learning From Real Stories". Melanie attended this webinar and informed the Trustees on key factors discussed at the meeting. Some of those key factors include: it is beneficial that the Library Director value transparency and this encourages staff to be appreciative that they too are informed and updated, staff members are eager and want to know the Director's plan, it was stressed how important transparency is within the library, they stressed the importance of the relationship between the Library Director and staff, and explained how transparency and honesty play a key role in difficult times like these.

*The Town's Recreational Department currently has a policy called "An Assumption of Risk and Waiver of Liability Relating to the COVID". Melanie inquired about a policy such as this. The Library Director explained that the Town Manager would handle a policy like this if needed.

X. NEXT MEETING

The next meeting of the Board of Library Trustees will be held on Wednesday, November 18, 2020 at 6 pm.

XI. ADJOURN

Michael Gray requested a motion to adjourn. Christina Cooper made the motion, Cynthia MacNaught seconded and it passed unanimously.

The meeting adjourned at 7:01 pm.

Respectfully submitted,

Melanie Mannheim,

Secretary

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