



FAYETTEVILLE FREE LIBRARY

Fayetteville Free Library
Board of Trustees Retreat Minutes
August 1, 2019

Present: R. Ludwig- Co President, D. Wheeler- Co President, S. Pralle- Secretary, P. Curtin- Treasurer, Trustees- K. Bybee, D. Pasinski, B. Bower, H. Matzel- ED; E. Burnham- Director of Finance

Absent:

CALL TO ORDER

- Ludwig calls meeting to order at 3:33pm
- Ludwig asks for motion to add mortgage repricing update to the action item list.
 - Bybee (M), Bower (S); unanimous approval.

MINUTES

- Matzel asks that 5.28 minutes be amended in the following manner: "The Bridge" should be changed to "Bridge Street" under the PR committee report.
- Ludwig asked that 5.28 minutes be amended in the following manner: Under "public comments," add a topic short summary for each individual who made public comment.
 - Ludwig requests that future meeting minutes include topic and summary for each individual who makes public comment.
- Ludwig calls for motion to table approval of 5.28 meeting minutes until Sept. meeting.
 - Curtin (M), Bybee (S), unanimous approval.

PR COMMITTEE REPORT

Pralle summarizes PR goals

- Overall goal is to be more effective and efficient in PR marketing.
 - Would like to find ways to reach people who are not current users.
 - Revisit the number and format of mailings.
 - One possibility is to work with Manlius library and find ways to cross-promote certain events at each library.
- FFL staff will analyze PR staffing needs going forward to identify personnel and training gaps.
- Board is encouraged to share PR ideas with FFL staff.
- Bybee asks if we can research how other libraries are doing outreach and PR.
 - Matzel suggests starting conversation on the Onondaga library listserv.

Matzel:

- Staff met with village officials to discuss 175th anniversary events. FFL will have a table at the Sept. 21 Fayetteville festival from 12pm-4pm. Board members are welcome to join.
- On July 12 the Onondaga library system had a malware attack. FFL has our own system, IT team, and internal servers, and was told there was no data breach. The attack has caused problems with the system and FFL cannot check in materials at this time. There is a moratorium on fines for now.
 - Pasinski noted that revenue from fines will decrease as a result.
 - Matzel noted that circulation numbers will also be down in next report.

STRATEGIC PLANNING

- Ludwig noted that we need to do a strategic plan for the next 3-5 years. If we want a consultant to help with this, we must vote at the next meeting to approve someone. This meeting is designed to help us devise a 1-yr strategic plan. Ludwig noted that she had spoken to multiple consultants and was looking for someone who would provide the services within the original approved budget.
- Board members broke into groups of two to talk about community relations, facilities, financial issues, and organizational issues. Groups talked about goals, actions steps to meet the goals (in increments of 90 days).

BOARD DISCUSSION/ ACTION ITEMS

1. Mortgage repricing update (Curtin)

- Curtin notes that FFL has an opportunity to prepay the mortgage after Sept 30, 2019. If we do nothing, it is repriced on Oct. 1, and mortgage payment goes up an additional \$33/day.
- Finance committee examined 5 institutions and narrowed the choice to two institutions- with competitive rates. We can lock into a fixed rate which is better than what is included in annual budget for this year (4.75%).
- M & T has offered a 90-day extension.
- Curtin asked for vote to ask for an extension.
- Ludwig calls for motion to extend mortgage repricing for 90 days with M & T Bank to allow time to make optimal fiscal decision. Curtin as Board treasurer will have authority to sign.
 - Bybee (M); Bower (S) Keith M, Betsy S
 - Discussion:

- Bybee notes that we can make a decision at any time within the 90 days, and do not have to wait until then end.
- Ludwig—In future meeting, the Board will discuss whether to include maintenance costs into the mortgage.
 - Motion passes with unanimous support.
- Curtin: Currently looking for real estate attorney to process transaction. May be helpful to have local attorney that could participate in meetings.
- Bybee acknowledges excellent work from finance committee.

2. Handbooks, Committee Tasks:

- Ludwig notes we have a new handbook for library trustees for NYS (2018), which will replace the old one.
- Curtin notes we need to update FFL binder for new trustees.
 - Bower volunteers the Policies and Procedures committee to update binder.
- Ludwig notes that we need to nominate new members for the Board with Bybee's anticipated leave at the end of his term. A subcommittee of PR will serve in this role.
- Matzel notes that employee manual also needs updating
- Ludwig calls for volunteers to serve on strategic planning committee which will include FFL staff.

3. Meeting dates for 2019-2020 were finalized.

4. Matzel: Provided library update and FFL responses to community feedback.

Ludwig calls for motion to end meeting.

- Pasinski (M); Curtin (S)
- Unanimous.

Meeting ends at 7:51pm.

Respectfully submitted,

Sarah Pralle
Board Secretary