

**DRAFT**  
Prosser Public Library  
Library Board of Directors  
April 10, 2018

**Attendance:** Roberta LaMonaca (*Library Director*), Joan Geetter (Chairperson), Beverlee Merritt (Vice-Chairperson), Martha Brackeen-Harris (Secretary-Treasurer), Ava Biffer, Ann Leavitt

**Absent:** Harvey Frydman

Quorum present? Yes, 5 of 6

J. Geetter called the meeting to order at 5:03 p.m.

*Roll Call* – J. Geetter performed roll call and noted the absence of H. Frydman.

*Report from the Friends of the Library*

**Spring Book Sale** – The spring book sale will be held April 26<sup>th</sup>-28<sup>th</sup>. Saturday, April 14<sup>th</sup>, is the last day the Friends are accepting donations.

**Funding Decisions** – At their last meeting, the Friends voted to fully support the library’s summer reading requests, as well as to fund a library intern if the grant request doesn’t succeed.

*Chairperson’s Report*

**New Evaluation Form** – After reviewing the proposed new director’s evaluation form, the board decided it would be good to try it this year, with input by Phil Schenck on particular topics. **MOTION to use the new director’s evaluation form for this year, in conjunction with Phil Schenck’s input, and then evaluate the form for future use;** seconded and passed.

**Library Value Calculator** – In response to a question by J. Geetter, R. LaMonaca informed the board that Library Connection is working with Innovative on finding a way to show the dollar value of each patron’s transaction.

*Director’s Report*

**2018-19 Budget** – The town council has heard presentations from all departments and is still deliberating on the budget. Final decisions need to be made by tonight.

**Friends’ Summer Reading Support** – R. LaMonaca thanked the Friends for their gift of \$8000 for summer reading, which will go towards promotional items, prizes, and performers.

**Library Internship Grant** – The library recently received an Inclusive Internship Initiative grant from PLA (Public Library Association). The grant will allow the library to hire a paid high school intern for the summer, and includes additional funding for two conferences. Allison Wilkos, who applied for the grant, will mentor the intern; the recruitment process will go through the town’s human resources department.

**ALA Grant** – Mara Whitman and Carol Lennig are applying for an ALA grant that ties-in with PBS’s upcoming “Great American Read” series and event. The event is meant to spark a national conversation about reading. The grant provides \$5000 for programs that relate to the 100 selected books and their themes.

**PLA Report** – R. LaMonaca gave a report about her experience at the PLA conference in March. She noted inspirational moments from particular speakers, such as Sally Yates, Elizabeth Gilbert, and Steve Pemberton.

**Guerilla Branding Ideas** – The board reviewed a document -- “Guerilla Branding: 10 Ways to Make a Big Splash with Tiny Budget” – that came from a PLA session. According to the presenter, the steps in the marketing process are discovery, trial, reconsideration, retrieval, adoption, and recommendation.

**Promotional Items** – R. LaMonaca handed out branded library card sleeves, sponsored by Windsor Federal, and showed the board a magnet sample that could serve as a future promotional item.

**CLA Conference** – Three staff members will attend this year’s Connecticut Library Association conference, which will be held in Danbury at the end of April.

**April Sunday Program** – The last Sunday program of the season will be held on April 22<sup>nd</sup> and feature author Will Siss, aka the Beer Snob.

**One Book Author Luncheon** – 70 people have signed up thus far for the One Book author luncheon at Wintonbury Hills.

**Upcoming Webinar** – A few members of the board and Friends will gather in the community room on Tuesday, April 17<sup>th</sup> at 3:00 PM, for a webinar on voter perceptions of libraries.

#### *Old Business*

**Report on Consultant Maxine Bleiweis** – Consultant Maxine Bleiweis is open to meeting with the board for a two-hour block of time to discuss advocacy goals, plans, and possible approaches. Her fee for the meeting is \$250, which could then be applied towards a future project if the board decides to hire her. R. LaMonaca will email out possible May/June meeting dates. The board decided to schedule a special meeting for Monday, April 30<sup>th</sup> at 5:00 PM, at the McMahan Wintonbury Library, in order to prepare for the meeting with Maxine.

#### *New Business*

**CD Renewal at Windsor Federal** – Windsor Federal has offered the library a one-year certificate of deposit renewal at 1.15% . The board discussed the possibilities of getting a better rate from a local credit union. **MOTION to renew CD at Windsor Federal at 1.15%, unless a local credit union can offer a CD at .50% or higher than Windsor Federal’s rate;** seconded and passed. R. LaMonaca will call local credit union about possible rates.

**Seabury Library** – With the new Seabury newsletter reaffirming their partnership with Prosser by touting Mara Whitman’s visits to their library, J. Geetter suggested the board meet with their library board and patrons as a first step towards building a coalition of fellow advocates.

**Visit to East Hartford Library** – J. Geetter will tour the East Hartford Public Library with Rickford Curtin. Rickford’s wife and children may come, but if they don’t, Joan will likely invite David Mann.

**Library Magnets** – The board began to propose – and then withdrew – motions referring to the purchase of magnets, but then decided to gather more information before making a decision.. A. Leavitt will contact Janway and get details about magnet options and pricing.

#### *Public Comments*

**Date for Consultant Meeting** – Penny Pearson reiterated the need to set a date ASAP to meet with the consultant. R. LaMonaca said she will send out a Doodle poll to find the best meeting time.

**MOTION to accept the minutes of the March 20<sup>th</sup>, 2018 meeting;** seconded and approved.

**MOTION to enter executive session at 6:07 PM to discuss the library director’s evaluation;** seconded and passed.

The board exited executive session at 6:15 PM.

**MOTION to adjourn the meeting at 6:15PM;** seconded and approved.

Respectfully submitted,

Christopher Siloac,  
Technology & Administrative Coordinator