

January 30, 2021
Joint Free Public Library
Of Morristown and Morris Township
Board of Trustees

The retreat of the Board of Trustees of the Joint Free Public Library of Morristown and Morris Township was called to order at 9:33 AM. Due to COVID-19, the meeting was held virtually.

Representing Morristown were: Nancy Bangiola, President, Elisa Price, Secretary and Patricia Ard

Representing Morris Township were: Don Kiel, Vice President, Geoff Brooks, Treasurer and George Quillan

Also present were: Deanna Quinones, alternate for Mayor Dougherty, Melissa Spiotta, alternate for Mayor Grayzel, Deb Gottsleben, alternate for Superintendent Pendergrast, Chad Leinaweaver, Director and Mary Lynn Becza, Assistant Director.

Pursuant to a resolution of the Board and to RS 10:4-10, "Open Public Meetings Act," the President announced that adequate notice of the meeting had been provided by posting notices of the meeting in the Library, by handing the Clerks of Morristown and Morris Township notices of the meeting, and by mailing to the Morris County Daily Record and the Star Ledger copies of the notices of the meetings all more than forty-eight hours prior to the meeting.

I. Goals

Director Goals Draft document.

Ms. Bangiola led the discussion of reviewing the draft goals for 2021. Comments were made concerning the layout of the document. Board members suggested that the bullet points align with the Strategic Plan and also by category (i.e.: facilities, personnel, etc.). A timeline associated with the bullet points would be helpful. Some additions to the 2021 goals are; COVID response and reopening plan, disaster recovery plan, collaboration with other MAIN libraries, safeguarding digital collection, statistic collection and snapshots (trends). A discussion about the need to update the Strategic Plan led to members volunteering to begin work: Nancy, Patricia, Melissa, George, Geoff, and Lisa, alternate. Ms. Bangiola will chair and select the committee.

II. Marketing

The Board reviewed a spreadsheet of types of marketing and PR (and frequency) currently being done for the Library. The whole staff will provide input and collaborate on the needs and output. The Board discussed the importance to have a coordinated and cohesive strategy for the correct messaging to be used. Mr. Leinaweaver will provide an estimate of how many hours/week are dedicated to PR and Marketing. A discussion of a dedicated employee (part-time, full-time, current employee or outside vendor) would possibly be needed. Mr. Leinaweaver will also research other libraries to see how their PR needs are being handled. The new e-newsletter is a great start but social media needs to be expanded. Could a dedicated marketing person help with outreach?

III. Space Allocation and Program Services

In a post-COVID world, how will the interior space be utilized? Meeting space and YA have been an ongoing discussion. History Center archive storage needs to be addressed. What would the options be to reallocate space? Possibly hiring a Space Consultant for advice. Consult with staff for their space needs. Use artwork and collections as an attraction in the Circulation Room as temporary exhibits.

Ms. Ard provided a video and lists of what is being offered at the Mahwah Library in their Children's and YA space as a reference. The Board discussed the need to dedicate funding to

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expand digital collections for children and YA. Mr. Leinawever will draft a plan for the Board's review within the next couple of months. The Middle School population needs to be addressed. The public should be surveyed for their input on collections and programming (whether virtually or in person).

83 South Street – Mr. Brooks reported that a new lease has not yet been signed. The building is not suitable for library usage.

V. Mission and Vision Statements

The Board reviewed the statements from the Strategic Plan.

VI. Focus Groups

The Board discussed the need of public focus groups and how valuable the information is.

Demographic of public not using the library are extremely important.

Discussion about virtual meetings and easier access for public comment. Different formats were suggested.

Meeting adjourned at 12:00 PM.

Respectfully submitted,

Elisa Price, Secretary