

BURLINGTON PUBLIC LIBRARY
BOARD OF LIBRARY TRUSTEES
REMOTE MEETING
TRUSTEES MEETING
January 14, 2021
MINUTES

- MEMBERS PRESENT:** Phil Gallagher, Hiral Gandhi, Robert Neufeld, Kevin Sheehan, Ram Voruganti, Adam Woodbury
- MEMBERS ABSENT:** None
- OTHERS PRESENT:** Michael Wick – Library Director; Alison Varrell – Recording Clerk; anonymous phone attendee
- CALL TO ORDER:** The meeting was called to order at 7:02pm.
- REVIEW OF MINUTES:** The Minutes from December 10, 2020 were reviewed. Discussion followed.
- MOTION:** Motion to accept the December 10, 2020 Minutes as amended: Rob Neufeld
Second: Adam Woodbury
- Voting recorded by roll call.
- Rob Neufeld: yes
Ram Voruganti: yes
Hiral Gandhi: yes
Kevin Sheehan: yes
Phil Gallagher: yes
Adam Woodbury: yes
- Motion carried: 6-0-0
- CITIZEN'S TIME:** None
- TRUSTEE REPORTS:** Adam related that he was unable to attend the Friends meeting. The next meeting is scheduled for Thursday, January 21. Discussion followed regarding the Friends finalizing their proposed by-laws in December. Discussion was held regarding the Friends support of foundations for the Library, etc. Mike added that the Walsh family has reached out to discuss the possibility of another donation in the future to support the purchase of a train table for the children's area.
- Rob reported that he had not been notified of any ISAC meetings to date. Mike stated that the new chair of the ISAC is Steve Moran and that there had been two meetings. Discussion followed regarding Rob being left off ISAC communications in error. Rob will reach out to Steve regarding their contact list. Mike added that ISAC talks so far have been about the possibility of the Town going to a ".gov" domain. Discussion followed.

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Kevin Sheehan left the meeting at 7:24pm.
Kevin Sheehan re-entered the meeting at 7:24pm.

Discussion was held about papers to be filed by the Trustees for the upcoming April election.

POLICY REVIEW:

None

DIRECTOR'S REPORT:

Mike reported the latest warrants to the Trustees. The Board is aware that warrants #23/21, #24/21, #25/21, #26/21, #27/21, #28/21 and #29/21 were processed from November 25, 2020 – January 12, 2021 for standard Library business. Warrants #23/21, #25/21, #26/21 and #29/21 were processed for Occupancy from November 25, 2020 – January 12, 2021.

The Trustees read through the Facilities updates in the Director's Report.

Mike explained to the Trustees that the process to determine the Town's FY22 budget has been delayed. He has not yet received guidelines from the Town. John Danizio and representatives from Town Administration met with department heads and one representative of their respective elected boards to present possible outlooks on the FY22 budget. Mike stated that the best worst-outcome would be level funding with contractual obligations for employees/staff. They could not yet tell the worst-case scenario. At the present time they are working on ways to stabilize the budget and find ways to prevent staff from being cut. The Town estimates that the departments will receive guidelines, at the earliest, in February. Discussion followed. Mike stated that he believes the delays are because the Town is still waiting to see what money will be coming in. Discussion continued. Mike stated that he would like to meet with the Trustee budget liaisons at their earliest convenience to discuss budget possibilities. Discussion followed. Phil and Ram stated that they would like to see Mike show a tentative budget with a 10% cut to see a worst-case scenario for the Library. Adam added a reminder that the Library is carrying heavier LIGMEG funds at this time and that the Town accountant indicated that he is aware of those funds as an outlier. Discussion continued. Adam explained to Ram the determination by which the Library receives LIGMEG funds. Mike added more detailed information about how the state funds libraries. Discussion followed.

Mike discussed his reasons for wanting to renew the Library's contract with John Guilfoil Public Relations, which is due in February 2021. He does not see the contract as an ad infinitum time period but sees it as a

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valuable service for now. Discussion followed. Mike stated that during 2020, JGPR helped the Library advertise its significant shift in services, including programs it provided as it transitioned to an online provider of services, and highlighting donations it received. Mike directed the Trustees to a handout of examples of various press releases that JGPR created for the Library. He stated that the service provided the Library with about 2-3 press releases a month. Discussion followed. Mike stated that the Library does not have social media included as part of its PR contract. Discussion continued. Mike explained that Constant Contact is separate from PR. He went on to say that a variety of staff members send information to different outlets: social media, BCAT, COA, Town website, etc. PR is specifically for inserting public relations releases into newspapers, Wicked Local, and Patch. JGPR also helps navigate and consult regarding damage control issues, special promotions, etc. if needed. Discussion followed.

MOTION:

Motion to approve spending \$3,348 from LIG/MEG funds for renewing the Library's contract with John Guilfoil Public Relations: Phil Gallagher
Second: Adam Woodbury

Discussion followed.

Voting recorded by roll call.

Rob Neufeld: yes
Ram Voruganti: yes
Hiral Gandhi: yes
Kevin Sheehan: yes
Phil Gallagher: yes
Adam Woodbury: yes

Motion carried: 6-0-0

Mike related to the Trustees that the Friends had previously received a quote to purchase 100 low cost "recycled" bags with the Friends' logo on them. They would be sold at Library book sales. The Friends have not yet moved beyond the quote stage because they are looking to obtain a quote for bags that would include the Friends' logo on one side and the Library's on the other. He will update the Trustees when they receive the quote and the process moves forward. Mike presented his screen to show the sample bags to the Trustees and directed them to the quotes in the shared screen. He explained that the prices were for bags without text. Discussion followed regarding logo and color cost. Mike estimates that they will cost

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in the ballpark of \$1,750. In the meantime, Mike stated that he purchased some bags to carry them over for \$111.

Mike discussed with the Trustees his idea for showing appreciation to the staff in recognition of their efforts during this difficult year. He would like to purchase fleece jackets for each staff member, embroidered with the Library's name and motto: Connect, Discover, Enjoy. Mike stated that Shawsheen Valley Technical High School students would be able to do the embroidery at a low cost (\$5/jacket) which would mean the bulk of the expense would be limited to purchasing the jackets. Mike explained that although there was no quote available at this time, he included the email with subsequent costs in the Trustee handouts. He will be provided with a quote when he can get sizes of jackets needed to his contact at SVTHS. He asked the Trustees to consider allocating \$1,400 (\$40/jacket for 32 jackets; \$30 for file digitization; extra \$ for uncalculated shipping costs) from LIGMEG funds. Discussion followed.

MOTION:

Motion to approve spending up to \$1,700 for the purchase of embroidered staff appreciation apparel and ancillary costs from LIG/MEG funds: Phil Gallagher

Second: Rob Neufeld

Voting recorded by roll call.

Adam Woodbury: abstain

Phil Gallagher: yes

Kevin Sheehan: yes

Hiral Gandhi: yes

Ram Voruganti: yes

Rob Neufeld: yes

Motion carried: 5-0-1

Mike added that the Library is asking for a grant from the Cares Act through MBLC to align a program with the sculpture park. The sculptures currently in the park are only present in Burlington for two years. Mike stated that he would like to see a series of educational programs on Art for children, teens and adults. He is hopeful it will be funded.

Mike would like to offer a continuation of the social justice programming from prior months. He stated that the new programs would continue for a portion of March and last through April, May and June. As were the previous social justice programs, these would be created in conjunction

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with Shannon Janovitz, English teacher at BHS, and surrounding libraries. Social Justice programs would all available on Facebook, as videos, after the live programs have concluded. Mike is asking the Trustees to consider funding an additional \$2,000 to accomplish this additional programming. He added that he will continue to look for other funders (e.g., other libraries, Harvard Retirees, etc.) as well. Discussion followed. Mike stated that the greatest cost for any single presenter has been \$500. He went on to explain that the \$2,000 being asked for would cover the cost of the last 4 adult programs. He added that these programs satisfy one of the core missions of the Library. Ram stated that he would like to see a summary of cost/benefit of these programs. Mike replied that that can be difficult to measure because the amount of programming is increasing and the amount of participation is increasing. In explanation, Mike stated that in the past, the Library held 3 programs total, each month: a book talk, a book discussion group, and a “Third Thursday” group. Right now, the Library holds more than 8 programs a month. As a side note, the Reference Department is hosting the same number of programs as what the Assistant Director was hosting previously. Discussion followed. Mike went on to explain that the state does not take programming into account when looking at state aid/increasing funding. They look at circulation: net borrower vs. net lender. Adam said that he would like to see first level analytics; for example, do more costly programs bring more people in? He would like Mike to run the numbers to see if there is a correlation between the cost of a program and its attendance. Ram followed up by asking which types of programs are more important to people than others. Mike asked to clarify if he should include staff-run programming as well, such as baby/toddler story time, etc. He stated that he is a little concerned that some of the metrics may have embedded fallacies and variables that impact their validity. Discussion followed. Adam followed up by asking for an end of year summary report. Discussion followed.

MOTION:

Motion to approve spending \$2,000 to fund social justice programming from LIG/MEG funds: Phil Gallagher

Discussion followed.

Second: Rob Neufeld

Ram asked if the funding source for the social justice programming should be from the Donations account.

Motion was withdrawn.

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MOTION: Motion to approve spending \$2,000 to fund social justice programming from the Donations account: Phil Gallagher
Second: Rob Neufeld

Discussion followed. Mike shared the upcoming social justice programs:

March: Women's History
April: Environmental Justice
May: Three Speakers from September's programs return to speak
June: LGBTQ

Discussion followed. Mike explained that there has been good feedback from attendees. Phil brought forward his concern that opposing views might present problems during these programs. Discussion followed. Kevin stated his concern regarding other possible funding sources. Mike stated that it is difficult to secure other funding for the time frame of these programs (March-June). Mike will continue to seek out other funding sources regardless.

Voting recorded by roll call.

Rob Neufeld: yes
Ram Voruganti: yes
Hiral Gandhi: yes
Kevin Sheehan: no
Phil Gallagher: yes
Adam Woodbury: yes

Motion carried: 5-1-0

Discussion continued.

NEW BUSINESS: None

OLD BUSINESS: None

MOTION: Motion to adjourn: Ram Voruganti
Second: Kevin Sheehan

Voting recorded by roll call.

Rob Neufeld: yes
Ram Voruganti: yes

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Hiral Gandhi: yes
Kevin Sheehan: yes
Phil Gallagher: yes
Adam Woodbury: yes

Motion carried: 6-0-0

ADJOURNMENT: The meeting was adjourned at 8:48pm.