



**HERSHEY
PUBLIC LIBRARY**
701 COCOA AVENUE
HERSHEY, PA 17033

Library Board of Directors

Meeting Minutes – January 19, 2021

Library Mission: to advance Derry Township through innovative programming, collections, and services that support the diversity of our community.

Present: Sue Kreider (President), Bill Ecenbarger (Vice President), Leigh-Anne Dornberger (Secretary), Hillary Marotta (Endowment Board Chair), Carin Kaag (Friends Board President), Chris Abruzzo, Natalie Nutt, Jordan Yeagley, Geoffrey Crout

Absent: None

1. Call to order – 7:01 PM
2. Approval of November 16, 2020 minutes (Attachment A) Geoffrey mentions that his name was accidentally left off the minutes as being present. Laura apologizes and makes a note to make the change. Sue asks if there is a motion to approve the minutes with the changes requested. Bill makes a motion to approve the minutes. Leigh-Anne seconds the motion. Motion passes unanimously.
3. Reports of Representatives
 - a. Friends of the Library Carin Kaag – Carin remarks that the Friends have stopped accepting donations for the time being but hopes to reinstate them in the coming months. The virtual programs are continuing and are well attended.
 - b. Endowment Trust Hillary Marotta – Hillary mentions that this is her last meeting, and she will be passing the torch to Jordan Yeagley. The group thanks her for her leadership through a tumultuous year. She reports that the Endowment Board has their annual meeting this coming Monday.
4. New Business
 - a. Service updates- Laura remarks that some new services are now being offered at the library. Thanks to a grant from the Rotary Club of Hershey, the library now has a drive-up book return which the staff is very excited about. They continue to offer home delivery to Township residents on Monday, Wednesday, and Friday thanks to volunteer drivers. Laura remarks that one of the users of home-delivery has a father who is receiving cancer treatments, so they are extra careful about going out. The delivery is entirely contact-less. The library continues to offer curbside pickup and they expect this service will stay around after the pandemic is over.
 - b. Planning efforts (Attachment B) – Laura worked with the staff throughout the fall of 2020 to revise their Mission, Vision, and strategic objectives. Since their last planning work was done in



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2017 it was appropriate for a new 3-year plan. Bill asks about “Deploying assets differently” and wonders if it means not using assets like volunteers in the same way as in the past. Laura says no, it just means re-thinking the possibilities of how our assets can be utilized. She gives an example of the volunteers being home-delivery drivers or the building not using the meeting rooms as heavily now that so much is happening on Zoom. The intention is to help more people understand how useful the library is, and that may require using our assets differently.

- c. 2021 Forecasting – Laura relays the plan for 2021. In Q1 HPL intends to keep their service reduction plans ready to deploy and up-to-date in case they experience staff illness or a rise in local cases. In Q2 they intend to plan and begin deploying mobile hot-spot pop ups around Derry Township for those without internet access. In Q3 depending on the progress of vaccine distribution, the library would like to reintroduce more furniture back into the library as well as stabilize the workflow to adjust to increased foot traffic. In Q4 the library intends to plan for 2022 marketing work and investigate the possibility of adding back some part-time positions.
5. Old Business- None
6. Financial Report – (Attachment C)- Laura directs the Boards’ attention to the December 2020 Financial report. She mentions that when the library took their budget cut in July of 2020, the Township Finance department never made a real adjustment in the library budget, but rather relied upon the Department Heads to reduce their spending. The “percent remaining” column is the best way to see where the budget cuts were made. The line-item for part-time staff shows 38% of funds remaining, which is a reflection of the 8 part-time furloughs that took place in July. If you look at the bottom of the report, Percent Remaining in Expense Total, the result is 14.88%. Since Laura and Chris Christman agreed to a 15% budget reduction in July, this is the best place to see that reflected. Natalie asks if in the future, the budget adjustment feature would be utilized should a similar situation occur. Laura hopes that would be the case and would certainly request it- but it would ultimately be up to the Finance department.
7. Communications (Attachment D) – Laura shares a positive note from a patron commenting on how much they enjoy the library staff and the digital resource Hoopla.
8. Staff Reports
 - a. Director & Staff Reports (Attachment E) – Laura shares statistics from November and December. Carin Kaag asks if in the future they could see statistics on non-traditional circulation like curbside pickup and home delivery since they are not being captured in visitor counts. Laura agrees that this would be a helpful statistic to watch and will include that on reports in the future.



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9. Adjournment- Natalie makes a motion to adjourn the meeting, Hillary seconds the motion. Meeting adjourns at 7:28 PM.

Attachments

- A. November 16, 2020 Minutes
- B. Planning Efforts
- C. Financial Report
- D. Communications
- E. Director & Staff Report

The next meeting of the Hershey Public Library Board of Directors is 7 PM on March 16, 2021