

Northern Onondaga Public Library
Monthly Board Meeting
February 25, 2019

Attending: Tom Brooks, Jim Rowley, Wayne Chase, Bob Lalley, Sue Kowalski, Barb Irwin, Derek Empey, Lisa Sokolowski, Janet Cavaiola, Frank Laifer and Library Director, Amanda Travis.

Absent: Camille Luteran, Sue Corieri, Steve Scicchitano

Also Present: Nancy Boisseau, Jill Youngs, Bill Hastings and Michelle Metcalf

Meeting called to order at 6:32 p.m.

Presentation by Michelle Metcalf on Google Ads

In August 2019, Michelle Metcalf was able to qualify NOPL for the Google Ad Grants program. This program provides up to \$10,000 per month in in-kind advertising through Google Ads. Several ads were set up to promote the library. Although the ads have successfully driven traffic to the website, areas for improvement were noted that will enable the ads to reach a larger audience. These include improving ad copy, website page speed, and landing page quality. As improvements are made, the goal is to leverage this program more fully throughout 2019 in order to create greater awareness of the library and its services throughout the community.

Motion to approve last month board minutes by Frank Laifer; 2nd by Wayne Chase; All in favor—motion approved.

President – No Report

Vice President – No Report

Treasurer

- Abstract #2 discussed by the board.
- Everything is looking good for the start of the year.
- Budget transfer amount adjustment.

Jim Rowley explained the Budget transfer handout to the board. There were a few line items from 2018 that were overspent last year that we are transferring funds from other accounts that were underspent. This was suggested by the auditors as best practice.

Motion to approve 2018 Budget transfers by Frank Laifer; 2nd by Sue Kowalski; All in favor –motion approved.

Motion to approve Abstract #2 in the amount of \$52,134.25 by Bob Lalley; 2nd by Derek Empey; All in favor—motion approved.

Corresponding Secretary – None

Trustee Reports

Sue Kowalski mentioned that this coming Wednesday will be Legislative Day in Albany where we advocate for the libraries. Sue also attended the OCPL Board Memorandum of Understanding meeting. They are fine-tuning the System and Member Libraries responsibilities of charges and sharing costs.

Director Report

- PopUp Library has gone in for repairs to allow the sides to be opened easier by one person.
- Onondaga County Executive, Ryan McMahon held a press conference announcing that the County will be putting \$100,000 towards Tech Packs. Tech Packs are filled with a Chromebook and a hotspot for lending out. This is in answer to the digital divide throughout the County.
- There was an issue with the carpet install a North Syracuse. Cleantec is aware of the issue and will be fixing it at no charge to the library.

Unfinished Business

Print Management and Phone Upgrades

Advanced Business Systems – Will be taking over the Print Management for the libraries and Usherwood will be providing us with a Production Printer that will be located in the Administrative office.

New Business

Motion to accept the 2018 State Annual Report by Frank Laifer; 2nd by Wayne Chase; All in favor—motion approved.

Mandy will be attending the Library Leaders Summit at the Computers in Libraries conference in Virginia and will not be able to attend the March board meeting. Bill Hastings, Assistant Director will be there in her place but she will teleconference in.

Motion to adjourn at 7:27 p.m. by Frank Laifer; 2nd by Sue Kowalski; All in favor—motion approved.

Meeting adjourned at 7:27 p.m.

Respectfully by,

Marianne Vaughn