

BRIDGEPORT LIBRARY

925 Broad Street ❖ Bridgeport, CT 06604 ❖ (203) 576-7400

WEDNESDAY, JULY 19, 2023

BURROUGHS BRANCH

925 BROAD STREET, BRIDGEPORT, CT

ATTENDANCE: James O'Donnell, President; Thomas Errichetti, Treasurer; Donald Greenberg; Jeanette Mundoz Allam; Barbara Rogo; Denise Clemons (6:23 p.m.)

Marcie Patton (Via Zoom)

OTHERS: Elaine M. Braithwaite, City Librarian; Sarah Santos, Administrative Assistant; Nykia Eaddy, Newfield Library; Laura Matthews, Assistant Librarian

CALL TO ORDER

Director O'Donnell called the meeting to order at 6:00 p.m. A quorum was present.

PRESENTATION AND DISCUSSION WITH BY TRUE NORTH REPRESENTATIVES

Tom introduced himself and gave a brief overview of the company. He also introduced two other members of the team that were present. The team members then narrated a PowerPoint presentation about their vision, their management, media, makers and mining. The group will not just talk about branding but also about the marketing.

Key components of the process include establishing the foundation of the Library's values and the pillars which holds up the positioning, personalities and the Library's promise. Dan gave an example of how they worked with Helen Keller Services. Once the HKS values were clarified, they began working on the logo form. This is followed by Communication and Design and Brand Guide. Strategic Planning is the next step.

Director Clemons joined the meeting at 6:23 p.m.

Director O'Donnell said that the library was established in 1881 and it is an independent Board. He spoke about the issues involved with capital building. Since COVID, the number of card

holders has dropped significantly. He asked how they should engage the community and introduce them to the new libraries that were built.

Director Greenberg asked how they would go about reaching out to the young, disadvantaged population. He said that holding charettes were not necessarily worthwhile because the people who come to them are already involved. The same is true for surveys.

Ms. Braithwaite said that an app is being developed and she hoped that this would help with establishing more relationships.

Director Errichetti said that when he talks to people, they tell him that they love the library. He then asked what they should be doing differently to reach people because many people came in to borrow DVDs and CDs, but the streaming services have changed that. He also mentioned that there was a large Asian population and he did not know how to connect with that culture.

Discussion followed about what kind of outreach was done when the Library mill rate referendum campaign was held. Director Greenberg said that only 40% of the registered voters cast a vote in the local elections.

It will be important to develop a means to structure the brand for the Library and become a community center for the City. tom said that it would be important to identify the various pockets and then connecting the community to the library.

Director O'Donnell asked what would happen next. Director Errichetti said that the point people should be Elaine and Jeannette. Tom said that in the past, they have held white board sessions for ideas. Director O'Donnell said that it would Be important to include the staff.

The Board members thanked the TruNorth team for their presentation.

ADOPTION OF AGENDA

- ** DIRECTOR CLEMONS MOVED TO ADOPT THE AGENDA AS PRESENTED.**
- ** DIRECTOR MUNDOZ ALLAM SECONDED.**
- ** THE MOTION PASSED UNANIMOUSLY.**

APPROVAL OF MINUTES OF PREVIOUS MEETINGS

- ** DIRECTOR ERRICHETTI MOVED TO APPROVE THE MINUTES OF THE JUNE 21, 2023 MEETING.**
- ** DIRECTOR ROGO SECONDED.**
- ** THE MOTION TO APPROVE THE MINUTES OF THE JUNE 21, 2023 MEETING**

AS SUBMITTED PASSED WITH FOUR (4) IN FAVOR (ERRICHETTI, MUNDOZ ALLAM, ROGO AND GREENBERG) AND TWO (2) ABSTENTIONS (CLEMONS AND PATTON).

**APPROVAL OF TREASURER REPORTS / PAYMENT OF INVOICES/
APPROVAL OF LINE TRANSFERS**

Director Errichetti reviewed details of the Tentative Library Board vouchers for July 19, 2023 totaling \$39,993.64 with the Board Members.

**** DIRECTOR ERRICHETTI MOVED TO APPROVE THE TENTATIVE LIBRARY BOARD VOUCHERS FOR JULY 19, 2023 TOTALING \$39,993.64.**

**** DIRECTOR MUNDOZ ALLAM SECONDED.**

**** THE MOTION PASSED UNANIMOUSLY.**

Director Errichetti reviewed details of the July 19, 2023 Budget Transfer Request totaling \$5,477.50 for the Computer Tech IT Services from Bibliomation with the Board Members.

**** DIRECTOR ERRICHETTI MOVED TO APPROVE THE JULY 19, 2023 BUDGET TRANSFER REQUEST FOR \$5,477.50 FROM OTHER COMMUNICATION SERVICES TO COMPUTER SERVICES FOR THE COMPUTER TECH IT SERVICES FROM BIBLIOMATION.**

**** DIRECTOR GREENBERG SECONDED.**

**** THE MOTION PASSED UNANIMOUSLY.**

**** DIRECTOR ERRICHETTI MOVED TO APPROVE THE PAYROLL VARIANCE REPORT JUNE 2022 – JULY 2023 AS PRESENTED.**

**** DIRECTOR GREENBERG SECONDED.**

**** THE MOTION PASSED UNANIMOUSLY.**

UNFINISHED BUSINESS

❖ Status/Action re City Council review of Board Appointments

Ms. Braithwaite said that she had been told they need two years' worth of attendance with re-appointment application. Director Rogo said that she would create an Excel spreadsheet to track future.

❖ Library Programming collaboration with The Klein

Director Errichetti said that the Chinese dance troupe has been booked. It was noted that Hispanic heritage is from mid-September to mid-October and there is a tentative group that may be available. The Board approved the Hispanic heritage event even though it will occur before marketing is implemented.

❖ Book Report collaboration with BOE–

Ms. Eaddy said that the display has been put up at Newfield and is being developed at other branches.

❖ Status/Action re review of Library Hours of Operation

Director Errichetti said that he sent out information about revised hours following the last Board Meeting. Ms. Braithwaite said that she had shared it with the staff. The staff was most concerned about staffing issues. Director Errichetti said that the first phase was to change the days that the library is open to provide better system wide coverage across all days. Once that has been implemented, then they can discuss extending the hours.

❖ Status/Action re volunteer opportunities

Director O'Donnell said that it was an on-going opportunity. He asked if there were opportunities to engage volunteers that speak other languages. The discussion moved to the possibility of having a story hour in Portuguese.

❖ Status/Action re Civic Liberty Voter Registration.

Director O'Donnell said that they need to expand awareness of civil literacy.

❖ Status/Action re Security and Risk Assessment.

Ms. Braithwaite gave a brief overview of the security report. Ms. Matthews said that she would only include only the most recent month of information going forward.

CORRESPONDENCE AND COMMUNICATIONS

There were no items to discuss at this time.

CITY LIBRARIAN REPORT

❖ **Review of Monthly statistics**

It was pointed out that the statistics show brand new cards but it does not show library card renewals. The discussion moved to the statistics and data analysis information.

Ms. Braithwaite announced that Ms. Camille Kociper, a long time Library staff member had just passed away. She began working at the Library in 1958 as a page and later became a Library Assistant. She retired in January of 2022.

Ms. Braithwaite then gave a brief summary of her report which was included in the Board materials.

❖ **Introduction of new staff**

Ms. Braithwaite then introduced Ms. Laura Matthews, who has recently joined the staff as an Assistant Librarian.

Ms. Braithwaite said that they had almost finished with the hiring. Ms. Matthews gave a quick update of the recent hires and the need for one more page.

COMMITTEE REPORTS:

❖ **Buildings**

• **Status/Action re Reservoir Avenue Corridor location**

There was no new information on this item.

• **Status/Action re East Side Branch Phase II project**

There was a meeting with Antonozzi and the design is completed. Antinozzi will begin next phase (actual specifications of construction.)

• **Status/Action re solar projects for Burroughs/Saden and North**

The panels are being installed at the North Branch and a delivery of panels is expected at Burroughs.

- **Status/Action re Burroughs/Saden 1st Floor redesign and windows projects.**

The RFP for the windows project has been completed with a bid opening date of September 5th.

- **Status/Action re Black Rock Façade, flooring and flooding issues.**

There was no new information on this item.

- **Status/Action re report of David Otero re other facility issues**

Director Errichetti then reviewed David's report, which was included in the information packet.

❖ **Finance**

- **Status/Action re 2023-2024 Budget**
- **Status/Action on State grant for windows and East Side**

The budget approved by the Board of Directors has been forwarded to OPM for the budget year 23-24.

Director Errichetti informed the Board that we can only apply for one grant even though we can have two outstanding grants at the same time. It was decided that we would apply for East Side construction grant.

❖ **Governance**

- **Status/Action renew Strategic Plan/goals/objectives**

Director O'Donnell said that the committee had not had a meeting recently.

- **Status Report re Director search/establish timeline**

Director O'Donnell said notices had been submitted to the Connecticut Post for new Directors and the notice requested resumes be submitted by July 31st to Ms. Braithwaite.

❖ **Personnel**

- **Status/Action re table of organization / job descriptions / IT position**

There was no report at this time.

REPORT OF FRIENDS OF THE LIBRARY

Suzanne Solensky has assumed her literacy volunteer duties effective July 1, 2023.

NEW BUSINESS

❖ **Appointment of Committee assignments**

Director O'Donnell requested that any Board Member who wished to change their Committee assignment to please contact him.

❖ **Book and Movie Programming collaboration with The Klein**

Director Errichetti gave a brief overview of the proposed events and said that they would have to focus on marketing the events to the community.

❖ **Possible change of the August meeting to August 23rd.**

The next scheduled meeting of the Board is on August 16th. A number of Board Members will not be available that day.

**** DIRECTOR GREENBERG MOVED TO CHANGE THE AUGUST MEETING DATE FOR THE LIBRARY BOARD OF DIRECTORS FROM AUGUST 16TH TO AUGUST 23RD AT 6:00 P.M.**

**** DIRECTOR ERRICHETTI SECONDED.**

**** THE MOTION PASSED UNANIMOUSLY.**

ADJOURNMENT

**** DIRECTOR ERRICHETTI MOVED TO ADJOURN.**

**** DIRECTOR GREENBERG SECONDED.**

**** THE MOTION PASSED UNANIMOUSLY.**

The meeting adjourned at 8:18 p.m.

Respectfully submitted,

S. L. Soltes
Telesco Secretarial Services

Bridgeport Library
Board of Directors
Regular Meeting
July 19, 2023