

**ELMWOOD PARK PUBLIC LIBRARY
BOARD OF TRUSTEES MEETING
MINUTES OF MEETING
June 20 , 2022**

OPEN

In the absence of Board President Kathleen Policano, Board Vice President Geraldine Mola opened the public meeting at 6:01pm in accordance with the NJ Open Public Meeting Act.

ROLL CALL

Present: Geraldine Mola, Stacy Mola, Mayor Colletti, Anthony Iachetti

Absent: Kathleen Policano, Daniela Buscio

Also present: Pamela Troisi (Mayor's Alternate)

APPROVAL OF MINUTES

Geri Mola called for a motion to approve the May 16, 2022 minutes.

First: Mayor Colletti

Second: Stacy Mola

Approved: Geraldine Mola, Stacy Mola, Mayor Colletti, Anthony Iachetti

FINANCIAL REPORTS

Geri Mola called for a motion to approve the Trial Balance and Bill's List for May 2022

First: Stacy Mola

Second: Mayor Colletti

Approved: Geraldine Mola, Stacy Mola, Mayor Colletti, Anthony Iachetti

OTHER REPORTS

Geri Mola called for a motion to approve the Director's Reports, the Reference Reports, the Circulation Reports and the Programs Reports for May 2022

First: Anthony Iachetti

Second: Mayor Colletti

Approved: Geraldine Mola, Stacy Mola, Mayor Colletti, Anthony Iachetti

ITEMS FOR DISCUSSION

1. **Cleaning Companies:** Jennifer Cullen spoke to four cleaning companies and got quotes for service. *Luxe* \$6760 1 time cost, *J&R* \$9,395.00 every six months, *Verzasca* \$8,700 every six months, *JanPro* \$9,800 for 2 deep cleans a year. Maintenance recommended Verzasca based on meeting with them when they came for the quote. It was noted that another company had a lower quote. Mayor Colletti asked if a scope of work was included in the quote: These quotes included scope of work (cleaning/shampooing floors, wiping down all surfaces, removing books and wiping dusting shelves, etc.) which Jennifer Cullen compared with what the library's maintenance worker already does. Geri Mola asked if the companies all do the same thing and Jennifer Cullen said yes. Jennifer Cullen also mentioned that cleaning the floors was based on a dollar amount per square foot price. Geri Mola asked if that was included in the quote and Jennifer Cullen said yes. Anthony Iachetti asked about how many staff would be used from each company - how many people send can influence how quickly the job gets done. Cullen said she would send the board

members the cleaning companies quotes. Geri Mola said there was quite a difference in price between the companies. Jennifer Cullen said she would go over the quotes again with Maintenance. Geri Mola said the cleaning company decision would be held in abeyance until next month's meeting. Mayor Colletti suggested that Jennifer Cullen create a scope of work and give it to the bidding cleaning companies again to compare against each other. Jennifer Cullen said she did not ask how many people would be doing the cleaning work at the library. Geri Mola asked if the quotes were verbal or written out and Jennifer Cullen Cullen said the quotes were written and sent to her via email.

2. **Electronic Signs:** Jennifer Cullen said she spoke to a few companies by phone and got information from their website about electronic signs, which included the desired parameters: where the sign would be, how big it would be, what it would display). *Stewart Signs* (created signs at St. Leos and 16th Ave Elementary in ELPK) \$14,073.00 + , *KC Signs* (created signs at Middle/High School in ELPK) \$18,995.00 - \$22,995.00 + , *Signarama* \$19,902.50 +. KC Signs came to the library with a replica of the sign on a trailer. The replica showed how the sign would look, what images it could show, brightness, images, videos, how you can program it. KC signs had the most inclusive scope: they deliver the sign, install it and get all relevant permits. The only thing the library would need to do with KC Signs is run the electrical line to the wall where the sign would be installed. Jennifer Cullen stated she had looked into prices of electronic signs (digital) based on past interest expressed by the library board.

Jennifer Cullen said that based on discussions with the sign companies that the single color signs (just red or just yellow) aren't really made anymore. She then explained that the digital sign can be programmed to have the light level lowered at a certain time so as to not be too bright for the closest located public residences. Anthony Iachetti said he was going to ask about that information. The point of how visible the sign would be from the street was mentioned. Geri Mola stated the visibility from the street would affect the sign's effectiveness. Mayor Colletti asked if there was an electrical conduit set up for the sign to which Anthony Iachetti stated that it would have to be dug out and Jennifer Cullen stated that the electrician would have to be contacted to run a line from the building to the brick wall. Geri Mola asked if the idea of the electronic sign was brought up by the architect and Jennifer Cullen stated that the idea was brought up by Mayor Colletti at a past meeting and she was asked to look into it.

Stacy Mola asked if the sign company would be doing any related landscaping for the sign area, saying she had spoken to Tom Barillo (landscaper) and that the sign area is not primed for any sign work currently. Jennifer Cullen stated that it would also depend on how the sign was set up - attached to the brick wall vs. put into the ground, and that if the sign was two sided that would also affect the set up and price. Mayor Colletti spoke about running a trench for the power conduit and what would be involved in its implementation, such as digging through the concrete. A member of the public, Jeff Freitag, asked if the power could be run from a light pole near the brick wall and Mayor Colletti asked Jennifer Cullen to look into that possibility. Geri Mola asked what would be displayed on the sign and Jennifer Cullen answered that things like programming, hours, closings, any related announcements, how to make a library card, etc. Jennifer Cullen also mentioned how some library staff said that anything shown on the sign could be answered inside the library anyway since you can only see the sign when you pull into the parking lot. Anthony Iachetti stated that the electronic sign is more of a "want" than a "need". Jennifer Cullen stated that an alternative would be a static sign, one with just a plexiglass front that is lit up from behind that just states the name of the library. Anthony Iachetti mentioned that people could just look up the information on the website and that trying to read the sign from Mola Boulevard could block traffic. Mayor Colletti said a light up sign would be a good idea.

Geri Mola stated that if money were to be put into anything, redesigning the library's website would be a better option. Jennifer Cullen agreed, stating she had just started looking into website design companies and mentioned a company used by another library. Stacy Mola said that the current website is "clunky". Anthony Iachetti asked if there was anyone on staff who could design/maintain the website. Geri Mola asked if the new company would design the website and Jennifer Cullen would maintain it, and Jennifer Cullen said she could do both. Jennifer Cullen said she would get ideas from other library websites on how best to proceed. Geri Mola said we would hold off on the signs and there was a lot of work to do on

them. Anthony Iachetti stated that the schools are changing over to the company “Blackboard” for their websites. Geri Mola suggested finding out which website company the borough uses. Jennifer Cullen stated that the library currently uses AirGov for the website.

3. **Room Use Policy:** Geri Mola said she had questions about the library’s current Community Room Use Policy. Geri mentioned the policy “Nonprofit organizations must submit 501C credentials and their TAX ID with the application for use of the Community Room” and that “you can only use it if you are library related and with 501C non-profit credentials.” Geri Mola also stated there are a number of organizations that do not hold those credentials, like EPIC and the Elmwood Park Historical Society, as well as a local gardening group that had recently approached the library about using the room and the current policy was harsh toward some organizations. Geri Mola stated that she would like to see a library policy and procedures book and that this should be discussed in a committee.
4. **Museum Passes:** Jennifer Cullen explained that a museum pass is a card the library owns for a location that allows Elmwood Park Library patrons to visit locations like the Intrepid for free. The patron would borrow the museum pass, visit the location then return the pass to the library. Not all museums have a museum pass, so a membership could be purchased instead. Jennifer Cullen stated that since memberships can be pricey (\$77 to \$1,500 as an example) that owning a pass would allow Elmwood Park Library cardholders to visit the locations. Anthony Iachetti asked how the pass works with who you bring. Jennifer Cullen stated that however many the pass includes gets that many people inside the location. Jennifer Cullen stated that this program can encourage people to get library cards since you would need an Elmwood Park Library card in order to borrow a museum pass. Stacey Mola said this would be more valuable than an electronic sign outside the library. Geri Mola stated that this idea is long overdue. Jennifer Cullen stated how museum pass programs are very popular at libraries and stated that the procedure for borrowing them would be that the patron would leave a deposit, use the pass and get your deposit returned when you return the pass. Jennifer Cullen stated that some locations do not have an actual “pass” (Museum of Natural History), they have tickets you would buy in bulk in advance, discounted, which then the patrons would only get a certain amount. Geri Mola asked if this would be an annual fee and Jennifer Cullen confirmed that. Jennifer Cullen said that some libraries take the fee out of their programming budget, some have it funded by their Friends of the Library, some have a museum pass committee (it varies throughout bccls).

Jennifer Cullen proposed that the library begin with purchasing a few location passes to gauge how popular the program would be, and it could show which locations work out and ones that don’t work out could be switched with another location. Stacey Mola asked if the pass was a virtual card and Jennifer Cullen stated that it was a physical card. Jennifer Cullen asked if there are any locations that were not listed in the board packet that was handed out to let her know and she can look into the prices. Jennifer Cullen stated how some locations give you one card, some give you two cards, Anthony Iachetti asked if you needed to bring your library card as well or just the pass and Jennifer said just the pass - but the Liberty Science Center does not have a pass but they have a library list where if you show your Elmwood Park Library card, you get a discount membership or discount tickets for entry that day. Mayor Colletti asked if by buying into this that people were just getting a discount for the location, and Jennifer Cullen and Geri Mola said for Liberty Science Center. Mayor Colletti asked if there was a cap for how many people can use the card and Jennifer Cullen referenced the museum pass packet where it states how many people each location's pass allows for that day. Mayor Colletti asked how many times they can go and Jennifer Cullen said that person can go again tomorrow if they chose, but the pass does have to be reserved. The pass can be used multiple times throughout the year. It was asked how long the pass can be kept for and Jennifer Cullen said usually it is a couple of days (3 or 4).

Jennifer Cullen said that many libraries use either TixKeeper or Museum Key software to make reservations for the passes in advance and one of those companies can tie into the library’s computer system so that anyone that has above a certain amount of fines cannot take out any passes. Jennifer Cullen said she would check other library’s policies for deposit and replacement fee amounts for the passes. Jennifer Cullen stated that the pass must be returned in the building and cannot be returned in the book

drop. Geri Mola stated where we want to get started and where and how asked Jennifer Cullen how to go about that. Jennifer Cullen stated she put out a survey social media/website and had questions asked at programs to collect location ideas from patrons. Stacy Mola asked about The Met, how it would be popular and is not on the list. Jennifer Cullen said that the locations on the list are what patrons mentioned specifically (no locations were shown to them) and that another survey will be put out, and that the locations that showed the most interest could be the locations the library starts with.

Geri Mola asked what actions Jennifer Cullen would like the library board to take at this meeting. Jennifer Cullen stated her presentation of the information at the meeting was primarily to see the board's interest in moving forward with the program and to think about a budget cap which could determine which passes are chosen. Geri Mola stated that starting in NJ might be a good idea unless Jennifer Cullen thought New York is what would appeal to people. Jennifer Cullen said she'd check the survey to see which locations were mentioned the most. Anthony Iachetti spoke about places parents would go and where kids would go. Geri Mola spoke of several good museums close by that would not cost that much and also mentioned how people might not want to go into the city. Pam Troisi and Geri Mola also stated how people may not be able to afford to go into the city. Jennifer Cullen stated that by the next meeting she wanted to have at least one location aside from the Liberty Science Center to offer to patrons. Mayor Colletti suggested coming up with 5 museum pass locations: 4 local and 1 farther away (out of state/NYC). Anthony Iachetti agreed on looking at the top 5 locations. Stacy Mola spoke about the Met and also Jenkinson Aquarium and asked about sending other ideas to Jennifer Cullen. Geri Mola staged how the museum pass program was a wonderful idea, long overdue and commended Jennifer Cullen for getting it started without being asked to do something like it. Jennifer Cullen said when she puts the survey out again she would include a spot for people to make their own location suggestions. Geri Mola said they would vote on the idea at the next meeting.

OTHER ISSUES

1. **Local History Room:** Geri Mola spoke about the CAPES survey - how she had not received notice that the proposal had been received, so she called them. They confirmed that the proposal had been received but since they are short staffed, it will be awhile before any kind of action can be taken.
2. **Library Open House Committee Meetings:** Geri Mola spoke about the committee meetings. Jennifer Cullen, Jennifer Lazidis and Leanne Ross began attending the meetings with the other committee members. No more than three board members would be present at any of the meetings to avoid having a quorum. The date of Saturday, September 17th was proposed for the event. The ideas of stations explained by staff members, display items, related programs and services, activities and giveaways were also discussed. No schedule is set yet as. Geri Mola spoke about the idea of hiring a harpist for the event. Geri Mola mentioned the committee did not have a budget and asked the rest of the library board if there was a budget for the event, if any money had been set aside for it. Jennifer Cullen said it may come out of the programming budget. Lack of parking if there are any programs was brought up - would there be access to a shuttle bus. Mayor Colletti mentioned how there may be Recreation Department or school events that day. Geri Mola stated that Sundays could conflict with church goers. Mayor Colletti and Anthony Iachetti mentioned shuttle buses. Geri Mola mentioned making sure we have a presence at more town events. It was asked if the library had a tent/table that could be brought to outreach events. Anthony Iachetti suggested figuring out a budget first then to begin thinking about giveaways. Mayor Colletti proposed a \$5,000 budget for the event. Pam Troisi asked how busy it has been at the library lately and Jennifer Cullen said it was steady. Jennifer Cullen thought about doing some kind of mailing throughout town and Geri Mola mentioned Every Door Direct Mailing, using that to advertise for the event. Mayor Colletti asked Geri Mola if \$1,600 was the amount and she said at least \$2,000 and that the printing may be incorporated into that. The purchase of a commemorative plaque for the event was discussed, showing the rededication of the building. Mayor Colletti suggested asking the Rec Department about where they got theirs.
 - a. Mayor Colletti called for a motion that \$5,000 would be a starting point for the event's budget.
 - b. Stacy Mola Seconded

3. Geri Mola asked if the library should have a board meeting this August, and that there usually isn't one in August.
4. Geri Mola mentioned how the children's programs were doing well and asked about having other sit down performances begin again. Jennifer Cullen mentioned how the Community Room had just opened up again for use so programming would begin again soon in that room. Jennifer Cullen mentioned how programming for teens would begin as well.
5. Pam Troisi asked if there could be a traffic sign that could be put out temporarily to show that the library was open. Mayor Colletti said it was a possibility, but how long it would be used is another matter and that it could be used for the Open House event. Geri Mola asked if there was a town newsletter in September and the Open House could be advertised there if it went out before the event.

PUBLIC COMMENTS

RJ, a member of the public, asked about the museum pass survey - what specifically was asked: did we just have them list suggestions for the purpose of the visit? Jennifer Cullen said the survey asked if we had a museum pass program, which locations would they be interested in the library having and that people just said things like "things for kids" or "aquariums", just general answers. Jean Freitag asked about the museum passes, stating that she agreed that starting small was the way to go. She then asked if we must buy an annual pass or can we get a trial membership? Jennifer Cullen stated that passes/memberships are paid for per year and can be renewed each year, and there are certain locations where the price is up to the purchaser since a bulk amount of tickets would be purchased instead of just one pass e.g. Museum of Natural History. It was discussed that there should be passes for all ages. Jeff Freitag asked about the museum passes - what happens when the library doesn't get a pass back from patrons? Jennifer Cullen stated that would be part of the policies developed for the program: deposit amounts, replacement fees. Jeff Freitag said he meant as if a patron had the pass but didn't use it and someone else wanted it. Jennifer Cullen said once the pass leaves the library, we don't know if it is used or not. Pam Troisi asked if the museums have a way of tracking how often people who have any passes actually use them, if that is something they could provide the library. Jennifer Cullen stated that would be a lot of work to get, considering the museum pass program is so popular. - The reservation software would show that no one checks out a pass regularly, so it would not be renewed for the next year. Jeff Freitag asked if this was a particular company or are there other companies that have this service (reservation system). Jennifer Cullen stated the two systems that most libraries use - TixKeeper and Museum Key, that show what dates which passes are available. The reservation system shows which days a museum's pass is available to be reserved and which days are not. Jeff Freitag asked if there was a priority for who was able to reserve a pass on a specific day and Jennifer Cullen said it was first come first served. Jeff Freitag was asking how many people could go per day, meaning the overall capacity of the location itself. Jennifer Cullen stated she wanted to make sure to get pass locations for all ages. Jeff Freitag asked about the museum survey: was it multiple choice, by a list? Jennifer Cullen said it was by what they wanted, they filled in an open text box. Jean Freitag looked up the rules of borrowing from another library and mentioned Palisades Park "21 or over, must be a town resident, you get the pass for 7 days and will charge \$3 a day for each day the pass is late, if you lose it or don't return it they charge \$100, they list specific places" Jennifer Cullen said the policies would have to be figured out. Jeff Freitag asked about the imposition of fines for the passes, if that would be borough ordinance or library policy and Jennifer Cullen said library policy, which Jennifer Cullen said she would look at other libraries who already have passes and see what policies are most common between them. Jeff Freitag mentioned how some libraries had done away with late fees for books and Jennifer Cullen and Stacy Mola said that yes, some libraries are fine free. Jeff Freitag and RJ mentioned in another survey how it should specify the demographics, and Jennifer agreed, and confirmed by age, transportation. etc so we would know if locations available by bus would be more likely to be visited. Geri Mola said that the survey can wait until later on and that we have to start somewhere. Jean Freitag mentioned other libraries pass locations.

Anthony Iachetti asked if the (broken/condensation) windows got fixed and Jennifer Cullen said they had.

Mayor Colletti and Geri Mola stated: the public portion is now closed.

Mayor Colletti asked when do we anticipate the day of the dedication, in terms of parking, how many parking spaces does the library have, the little section at the senior center to the left of the rec building, a shuttle from there on the hour. Geri Mola said that would help. Mayor Colletti made a recommendation that at the next library board meeting that the police chief be there, that he'll coordinate all that, make it happen.. Mayor Colletti asked Jennifer Cullen to make an invitation. Geri Mola said unless we invite the police chief to one of the planning meetings, and said we will invite him if we need him, either to the meeting (open house) or here (board). Mayor Colletti stated his concern that that we (the board) have August off, that all the other info should be in place. Geri Mola said that we have plenty to do before the police chief is called in. Geri Mola said the dedication portion of the event would be in the morning, and Mayor Colletti asked if it would be prior to the actual open house. Geri Mola said yes. Mayor Colletti asked Jennifer Cullen to contact Marlene at the borough to ask for space in the town newsletter and for when the newsletter actually goes out.. Mayor Colletti also said, in reference to Pam Troisi's request about a speed sign, that it should be in place at least a week before the event, advertising the event.

Anthony Iachetti left at 7:13pm

Stacy Mola mentioned landscaping around the library, who was going to do the landscaping overall and Mayor Colletti said the DPW was. Stacy Mola said there were a lot of weeds. Mayor Colletti said he saw a lot of dandelions and that a few part timers were hired to work on things like that in town, and he said they were not equipped to handle the chemical treatment of the lawns and the bushes and suggested hiring a landscaper with chemical knowledge to handle the fertilizer/weed treatment. Geri Mola mentioned how we need more shrubs up front. Stacy Mola mentioned how there wasn't consistency in saying who was actually responsible for the landscaping (dpw, a landscaping company etc.) and asked if the library's maintenance worker does that at all. Jennifer Cullen said he did not, just inside work and outside garbage cans, things like that, no landscaping. Pam Troisi brought up a gardening club that was starting up in town, and suggested partnering up with that club to do some planting and help beautify the building, and that the club was meeting 6/21 in the municipal building. Geri Mola stated her surprise that the club was able to meet in the municipal building without insurance, which shows inconsistencies. Pam Troisi said the group will be insured but are not yet. Mayor Colletti said that groups should not be able to enter the building without an insurance certificate.

ADJOURNMENT

Geri Mola called for adjournment: Meeting adjourned 7:35pm