



Minutes of the Meeting  
of the Board of Directors  
HARTFORD PUBLIC LIBRARY  
**March 1, 2012**

**Present:** Ana Alfaro, Shelley Best, Greg Davis, Marc DiBella, Anne Melissa Dowling, Stephen Goddard, Connie Green, William Large, Thea Montañez, Brad Noel, Annette Sanderson, Geraldine Sullivan (phone), and Carlos Valinho.

**Also present:** Matthew Poland, chief executive officer; Marian Amodeo, chief public services officer; Mary Crean, chief development officer; Mary Tzambazakis, chief administrative officer, and Andrea Figueroa, executive assistant.

**Absent:** Julio Concepcion and Ingrid Lindberg.

1. **Introduction:** President Thea Montañez called the meeting to order at 12:15 p.m.

2. **Approval of Minutes**

***Board Action:*** Motion to approve the minutes of the February 2, 2012 meeting was made, seconded, and approved.

3. **Committee Reports**

***Executive Committee***

The committee met February 16, 2012. The committee discussed the new volunteer policy and program, an opportunity for the Library to engage volunteers more formally than in the past. This policy is not intended to replace any of the work performed by staff.

***Board Action:*** Motion to recommend the volunteer policy was made, seconded, and approved.

The Library anticipates flat funding in FY 2013 from the City of Hartford, creating a deficit of \$633,909. The Executive Committee referred the matter to the full committee.

The Committee discussed organizational matters related to *Connecticut Explored*. The Library is considering a new relationship with the magazine as a library department. It is possible that the magazine will create its own 501c3 organization.

### ***Development Committee***

An update on Giving and Grants is up \$38,639 for individual giving. Grants received to date in the amount of \$1,188,585 with 15 grants pending in the amount of \$255,310.

One Big Summer Night to date received \$29,000 in sponsorships.

Bookmobile campaign launched last June and raised \$25,000. Event planner Audra Antrum will continue to help with the campaign.

Mrs. Sullivan wanted to add that in order to make One Big Summer Night successful, each member of the board must make a commitment to its financial success by becoming a table captain, selling tickets and/or ads, and leading the Library to potential sponsors.

Mr. Davis asked if there will be sponsors to donate tickets or a table to members of the community who may not be able to pay for a full ticket. Mr. Poland responded affirmatively.

Mr. Large asked how much would be needed to purchase a new bookmobile. Mr. Poland responded that the Library needs to raise at least \$100,000. There are a couple of opportunities to do community fundraising. Mr. Poland and Marc DiBella have spoken to Senator Fonfara about the State being involved and giving the Library a grant to raise the funds. The Library is also talking to the Hartford Foundation for Public Giving.

### ***Financial Health Committee***

The committee met February 29, 2012 to discuss the budget plan for FY 2013. The committee looked at three options:

Option 1: request additional funding from the City of Hartford of \$663,909

Option 2: hold back on a few positions a deficit of \$301,525

Option 3: hold back on five positions a deficit of \$130,054

The committee recommended holding a special meeting of the Board to discuss the budget. It is scheduled for Friday, March 9.

Mrs. Sullivan requested that documents be sent out to all board members in advance.

Mrs. Sanderson asked the staff to prepare scenarios in the event that the Library will have to reduce hours.

## **4. President's Report**

Ms. Montañez gave her report. She told the Board that she received positive feedback about the retreat. The presentation about programming in the Library was informative and educational. Susan Benton of the Urban Libraries Council who was a guest speaker, talked

about the role of the Board of Directors and presented five key responsibilities of board members:

1. Being visionaries
2. Fundraising
3. Connecting and leveraging relationships
4. Being the voice, being consistent, reliable and visible
5. Being a team player and working together as a group

Paul Pita gave a presentation about branding. Homa Naficy gave an overview of The American Place a strong asset of the Library. Brenda Miller also gave an overview of the Hartford History Center. The Senior Leadership Team provided updates on the Strategic Plan.

Ms. Montañez asked board members to consider being table captains or help with corporate sponsorships for One Big Summer Night.

Ms. Montañez continues to meet with Mr. Poland weekly and has been talking about upcoming events. Eve Ensler will be the featured author for the city-wide reading program One Book One Hartford on May 6, 2012.

There are four months left for the Board appeal. Ms. Montañez will call on board members to meet one-on-one to talk about experiences on the board. She hopes to complete these meetings by the end of March.

## **5. Chief Executive Report**

The Chief Executive Report was distributed in advance. Matt Poland presented some highlights:

- Inside Edition did incident reporting coverage at public libraries creating a stir across the nation. Urban Libraries Council did a good job working with large urban libraries to position themselves accurately during the process. As a point of information, Hartford Public Library's incident reporting has gone down steadily since 2008.
- The Library is working on how to effectively change the way circulating materials are purchased and processed. More integrated processing using Encore should reduce time from purchase to shelf and create long term cost savings.
- The Library has secured a volunteer staff through CIGNA, who will work with the Library and customers on how they use the current website and develop recommendations to improve usability.
- Job and Career area is going through a little change. Capital Workforce Partners wants to enhance the experience of full service at the Library. The Library is looking to develop a program akin to an out-placement services that would be free to the public.

- The Library is also currently participating in a request with the Hartford Foundation for Public Giving to a Night Foundation to have them fund an initiative on civic engagement for Hartford in partnership with NPR and CT Mirror.
- Marian Amodeo and Lisa McClure have been involved in the All American City Award process, which is focused on grade 3 reading. This process is a broad collaborative across the city.

Mr. Greg Davis asked about the status of the Dwight Branch. Mr. Poland reported that the construction will be finished by summer.

## **6. New Business**

No new business to report.

## **7. Other Business**

*Connecticut Explored*, formerly *The Hog River Journal*, has been publishing for ten years. Mrs. Elizabeth Normen is the publisher. The magazine uses the Library's 501c3 as its fiscal agent. The Library wants to have more involvement in the publication of the magazine as the co-publisher.

Mrs. Sanderson commented that if *Connecticut Explored* is going to continue to use the Library's 501c3, there needs to be control over the product.

The Library is exploring whether the magazine will become a full department of the Library or become an independent organization.

## **8. Announcements and Communications**

Calendar of meetings was distributed. Committee chairs need to establish dates for the remainder of the year.

The meeting adjourned at 1:30 p.m.

Respectfully submitted,

Matthew K. Poland,  
Acting Secretary