

**BOARD OF TRUSTEES  
CRANBURY PUBLIC LIBRARY**

REGULAR MEETING MINUTES  
June 14, 2012 – 7:30 pm  
Tom Gambino Room, Cranbury Public Library

**1. CALL TO ORDER AND ANNOUNCEMENT OF COMPLIANCE WITH OPEN PUBLIC MEETINGS ACT AT 7:30pm**

Pursuant to Section 5 of the Open Public Meeting Act, adequate notice of this meeting has been provided by the Library Director as follows: November 29, 2011, a notice for all scheduled 2012 meetings was sent to the Cranbury Press, Home News Tribune, and Township Clerk and posted in the Public Library.

**2. INTRODUCTION OF BOARD OF TRUSTEES**

Kirstie Venanzi, President  
Hal Rourke, Vice-President  
David Fletcher, Treasurer  
Charlene Vivian-Granville, Secretary  
Ashish Awasthi, Trustee - excused  
MariCris McDowell, Trustee - excused  
Andre Mento, Trustee  
Michael Ferrante, Chief School Administrator's Representative  
Jane Holland, Mayor's Representative - excused

Also present:

Marilynn Mullen, Director  
Douglas Baldwin, Systems Administrator

**3. APPROVAL OF MINUTES**

May 10, 2012          Regular Meeting          *Approved*

**4. TREASURER'S REPORT FOR MAY 31, 2012:** David Fletcher

- A. Action on Bills List for May 2012          *Approved*
- B. Budget and Operating Status as of 5/31/12

**5. DIRECTOR'S REPORT:** Marilyn Mullen

**6. YOUTH AND OUTREACH SERVICES REPORT:** Jan Nash Murphy

**7. SYSTEMS ADMINISTRATOR'S REPORT:** Doug Baldwin

**8. PRESIDENT'S REPORT:** Kirstie Venanzi

- A. Kirstie asked the Board to review Marilyn's Progress Against Goals before the next meeting, to be discussed at that time.
- B. Review of "Annual Calendar of Events" for June and July – On-track

**9. REPRESENTATIVE'S REPORTS**

- A. Mayor's Representative: Jane Holland - No Report
- B. Chief School Administrator: Michael Ferrante
  - 1. Discussion about concussions has been happening lately.
  - 2. There will probably be a School Board position opening this summer.
  - 3. Morale and trust are high now that Dr. Genco is the Principal/CSA.
  - 4. Many staff members are retiring this year.

5. A few projects are taking place this summer.
  - a. Almost the whole school building is getting new windows, historical-looking, energy-efficient.
  - b. There will be some work on the parking lot.
  - c. There will be some new signage.
- C. Friends of the Cranbury Public Library Representative: Kirstie Venanzi
  1. There will be a book sale on Cranbury Day.
  2. There are some key positions that still need to be filled.
  3. There is a core group that is dedicated and enthusiastic about supporting the library and programs.
- D. Cranbury Public Library Foundation: Marilyn Mullen
  1. Some new financial goals are being set.
  2. A February date has been set for a kick-off party.
  3. The Foundation was very excited that the Township passed the Resolution supporting the Foundation's goal.
  4. There will be an introductory letter written for the volunteers to use to introduce the Foundation's mission when volunteers are soliciting.

## 10. TRUSTEE COMMITTEE REPORTS

- A. Personnel Committee: Charlene Vivian-Granville – No report
- B. Finance Committee: David Fletcher – No report
- C. Policy and Planning Committee: Kirstie Venanzi – No report
- D. Nomination and Election Committee: Hal Rourke – No report
- E. Facilities Development Committee/Task Force: Kirstie Venanzi – No report
  1. Kirstie would like to schedule a meeting soon to discuss the Foundation's request of having sketches of other facades of the concept library.
- F. Public Relations Committee: Andre Mento
  1. Kirstie went to a seminar and brought back "Ideas to Steal:" Free Marketing Strategies.
    - a. Some ideas CPL is already doing.
      1. Be brave with programming - get caught reading, get carded campaign, sleepover for stuffed animals.
      2. Get out in the community and talk about the library.
      3. Create elevator speech.
    - b. Other ideas
      1. Visualize where you want to end up.
      2. Clear the deck, not too many messages, take stock of what is working, choose the essentials.
      3. Create a message, keep the message simple.

## 11. OLD BUSINESS - None

## 12. NEW BUSINESS

- A. Feedback from the Evolution of 21<sup>st</sup> Century Libraries meeting, New Jersey State Library Trustee Institute, June 2, 2012.
  1. Dave, MariCriss and Jane attended.
  2. Two Councilmen from Patterson, NJ gave very uplifting and energizing talks about libraries.
    - a. Emphasize that libraries are free and community centers.
    - b. There are many different uses of social media.
      1. CPL probably does a great job with this.
      2. We can do some educational workshops with social media as the basis for progressive libraries.

**13. CORRESPONDENCE** - None

**14. OPEN DISCUSSION PERIOD**

A. Audrey Smith of the Historical Society talked about a Community Calendar which is one of CPL's goals for 2012.

**15. ADJOURNMENT AT 9:00pm**

All reports and correspondence referred to in these minutes are attached to the original minutes filed in the office of the Executive Director.

Respectfully submitted,

*Charlene Vivian-Granville*