Marple Library Agenda

September 28, 2026 at 7 PM Meeting Room

Attendees: LaTanya Burno, Mike Ballinger, Jane Staud, Stephanie Latchford, Richard Rohr, Judy Bagdon, Cynthia Wilson

Absent: Tamara Kelly, Mike May

Minutes and Treasurer's Report

Disposition of Minutes: The board accepted and approved the minutes for July.

Treasurer's Report:

The donation that we received of $25,000 will go to the operating account.

August was the month that we started to go negative. Expecting to dip into reserves, but it is only about ½ of what we expected.

The board approved and accepted the July treasurer's report.

New Business for Finance:

Motion for the board to approve the Keller invoices from the general endowment which is to be used for capital expenditures. The board approved the motion.

Director's Report

The report summarizes library operations, staffing changes, programs, grants, and upcoming renovations to ensure continued service quality.

Library Operations

- Managed a busy summer despite staff resignations and shortages.
- Staff covered extra hours; reference librarians assisted circulation.
- Promoted internally; new Head of Youth Services, Vela Burke.

Programs and Grants

- Received $2,660 from Broomall Rotary for community programs.
    - Supported StoryWalk, 1000 Books Before Kindergarten, art, and Chair Yoga.
- Submitted $50,000 State Grant application – we are under consideration.

Technology and Collaborations

- DCL meeting covered OverDrive PIN, SALSA, IT upgrades, teen library card.
- OverDrive will require PINs; new teen card approved without parent signature.
- DCL IT to upgrade computers; Publisher not included.

Upcoming Renovations

- Springfield Library closes October 5 for renovations, reopening October 19, we are expecting patron influx.

Social Media & Marketing Highlights

1. **Successful Summer & Fall Transition**
    - Wrapped up a well-attended summer with positive feedback from families about events like the End of Summer Party and Glow Party.
    - Storytimes resumed in mid-August, receiving enthusiastic responses from families and caregivers.
    - Toyland programming filled gaps during staff vacations and hiring transitions.
    - America 250 Grand Prize winner was notified and celebrated at the library.
2. **Teen Volunteer Engagement**
    - Teen Volunteers were essential to summer program success and are now active during the school year.
    - Helped relaunch Kid Craft and STEM Saturday, both receiving positive feedback from families.
    - Supported the End of Summer Gaming Lounge and other events.
3. **Community Events & Social Media Reach**
    - Participated in Marple National Night Out, distributing branded giveaways.
    - Social media activity included 34 posts with over 1,000 reaches; top posts were National Night Out (6,642), End of Summer Party Notice (5,049), and End of Summer Party (3,471).
    - Marketing efforts align with the Strategic Plan to promote service excellence, community connections, and Marple Library as a favorite local place.

Fundraising, Grants, and Volunteers

1. **Facility & Grant Preparation**
    - Ongoing collaboration with the Township and Consultant to finalize bid specifications for Keystone review, aiming for end-of-month submission.
2. **New Sponsorship Opportunities**
    - A local business expressed interest in sponsoring a program after seeing summer social media posts; planning is underway with Youth Services.
3. **Annual Fundraising Appeal**

    - Appeal letter (featuring the new logo) sent to printer/mailer, with plans for broad distribution via mail, in-library copies, social media, e-newsletters, outdoor signage, and the website.
    - These fundraising efforts support the Strategic Plan goal of fiscal fitness.

The library's summer and fall activities included events, volunteer efforts, and new staff, with increased participation and community appreciation.

- End-of-Summer Party at Marple Sports Arena with 321 attendees, praised for venue choice, with teen volunteers.
- Summer storytimes were popular, with increased elementary reading log completion from 38.5% to 41.8%; teen completion steady at 46%.
- Summer Glow Party featured teen volunteers, received positive social media feedback.
- Teen programs included art contests, volunteer contributions totaling 350+ hours, and plans for future D&D groups.
- New Youth Services Assistant Maddy Kling started September 3, shadowing librarians, with fall storytimes and Toyland continuing.
- Kid Craft and STEM Saturday resumed September 12, featuring Spider-Man-themed activities.

Personnel

- Filled three vacancies: Head of Circulation, Children's Programming Assistant, Library Assistant.
- Resigned: Assistant Director Bridgett Crockett; transitioning duties pending new hires.

New Business

Commissioners' Breakfast went well. We reviewed plans for renovations. We were pleased with the attendance from the Commissioner's and met the new township manager.

Book Reconsideration Response – An adhoc committee met to respond to a patron reconsideration request. The committee agreed that the book in question meets our Collections Policy selection criteria and it will remain on the shelf. The patron was notified by mail.

Renovations update (RFP), etc. – Language updates between Keller, the township, and the State. Everything should be to the State in the next few days.

Circulation – Since browsing bin was put out, the large print has increased circulation.

Annual fundraiser – Board please contribute what you are comfortable with. Already started to receive donations from patrons.

Trustee Training – Nov. 5 via Zoom (2 board members needed) Cynthia, Judy, Richard on fundraising

Nov. 30th is the 75th anniversary of the library. A small celebration is being planned.

Friend's group fund - $5000 donation put into the operating fund.

Status of **books in the closet**: Older books discarded from the collection were sold by Thriftbooks. The Little free library in the park gets some older children's books.

Old Business

Records Retention Policy – tabled for next month.

DCL Business

- August meeting was cancelled.
- October 15: Judy
- December 17: Stephanie

Next board meeting: October 26.