

TOWN OF PROVINCETOWN

Public Library Board of Library Trustees

Minutes of Public Meeting July 16, 2013

Provincetown Public Library

Members Present: Evelyn Kratz, Anne Packard, Mick Rudd, Donna Vaillancourt. Louise Venden

Members Absent: None

Others Present: Cheryl Napsha, Library Director,

Call to Order: The meeting was called to order by Ms. Kratz at 6:05 pm.

1. Public Statements: None

2. Agenda Order: No changes.

3. Approval of Minutes

Ms. Vaillancourt made a motion to approve the June 18, 2013 minutes. Ms. Packard seconded the motion, which was approved 3-0-2.

4. Director's Report

Ms. Napsha discussed several recent activities. The Fresh Paint event was a huge success, with 220 people attending and many artists and galleries displaying their work. Children's programming has begun for the summer. The large programs are held on Tuesday evenings, with a variety of entertainers including storytellers, musicians, and live animal displays. In addition, there are Thursday afternoon movies and Friday morning storytimes.

The Provincetown Public Press had its initial meeting with the Freshman group of authors. There are 5 publications in process. They include Richard Peppitone's memoirs, an art book by Terry Catalano, a novel by Marilyn Colburn, a book of poetry by a gentleman from Wellfleet, and an anthology of poetry, essays and short stories by five women of the Dune Hollow Women's Writers Group. It is expected that all five titles should be completed by fall. The next submission period has opened, with a closing date of September 30.

Ms. Kratz asked if the bell was ringing correctly. Ms. Napsha replied that she needed help from someone more expert. Ms. Kratz charged Mr. Rudd with assisting Ms. Napsha.

Ms. Kratz also asked if the light in the belfry was working. Ms. Napsha will check on that.

5. Library Rental Rooms—Marc Jacobs After Hours

The Board reviewed a revised Event Policy that included fees for use of the Marc Jacobs Room and the two small meeting rooms.

6. Marketing Campaign for Library Rentals (Louise & Lyn)

Ms. Kratz and Ms. Venden discussed their work to date on marketing the library. They have focused on clarifying prices and creating procedures for use of the facility. Ms. Venden made a motion to approve amendments to the special event policy that was

approved at the May 2013 meeting. Ms. Vaillancourt seconded the motion, which was approved 5-0-0.

Ms. Kratz, Ms. Venden and Ms. Napsha met with Lynn Mogell, whose background is in marketing. She talked about the importance of deciding on the identity of the target audience before creating promotional materials. Other things discussed were the lack of impact of print promotional materials compared to use of social media and electronic marketing.

7. Long Range Plan Updates

There was a short discussion on whether or not the Board would complete a strategic plan this fall. No decision was reached.

8. Other Business

Ms. Kratz asked for information on the VSB grants. Would the library be able to benefit from them in any way? Mr. Rudd discussed the types of grants, and the funding structure.

Ms. Kratz and Ms. Vaillancourt presented a summary of the FY13 fundraising and income. Ms. Kratz noted that the Board should be more aggressive in fundraising in order to meet its obligations.

The upcoming Packard Reception was discussed. Letters have been sent to prospective Host Committee members, with a deadline of July 31 for response. Ms. Kratz asked the Board to assemble lists of names of possible attendees who should receive invitations for the event. There was some discussion about music. Ms. Packard stated her preference that there be live music, but said if the Board was unable to find a performer, she would be comfortable with recorded music.

9. Next Meeting

The next meeting will be held on Tuesday, August 20 at 6 pm. in the Bowsprit Room of the Library.

10. Motion to Adjourn

Ms. Packard made a motion to adjourn the meeting at 7:45, which was approved 5-0-0.

*Respectfully submitted,
Cheryl Napsha, Director*