

INDIAN VALLEY PUBLIC LIBRARY

Board of Trustees Meeting

November 20, 2025

Call to order

Roll Call

Consent Agenda: **Action Needed**

- Minutes
- Treasurer's Report/ Financial Statements
- Director's Report
- Monthly Statistics
- Report to the Municipalities
- Committee Reports

Foundation of Friends

Old Business

- 2026 Budget **Action Needed**

New Business

- 2026 Meeting Schedule (and December 2025)

Board Discussion

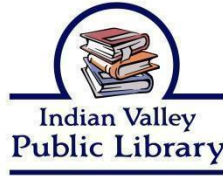
- Strategic Plan Review Part 2 continued

Public Comment

Executive Session

Adjournment

Next Meeting: TBD



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Board of Trustees Meeting October 16, 2025

Opening the meeting and Roll Call

President Penny Price officially opened the meeting of the IVPL Board of Trustees on October 16, 2025. In attendance were Penny Price, Michelle Kane, Beth Styer (zoom), Elise Bowers (zoom), Alex Grande, Doug Johnson (absent), Suzie Leonard, Kyle Rogers, Brad Alderfer and Tracy Reed.

Discussion of Library Operations and Consent Agenda

Tracey Reed presented staff updates including Robin Frazier's parental leave. An intern named Elsa is working at IVPL this semester, specifically on weeding and other reference projects.

Tracey discussed how IVPL, along with libraries across the country, are dealing with the bankruptcy of Baker and Taylor, the largest vendor of books for libraries. Tracey explained the impact of Baker and Taylor's bankruptcy on library operations, including the need to transition to other vendors like Ingram and Follett. The library is heavily relying on Amazon, which is less profitable for authors and has caused delays in acquiring bestsellers. Standing orders for popular authors are affected, and the library is working to find viable solutions.

The consent agenda was introduced, including the minutes, treasurer's report, directors' report, monthly statistics, report to municipalities and committee reports. A motion to approve the consent agenda was made by Alex Grande and seconded by Michelle Kane. The consent agenda was passed with a unanimous vote.

Foundation of Friends Update

Stephanie Ferretti reported on the FOF's activities, including adopting a new logo, receiving a \$3,000 gift from the plant sale, and working on sustainability projects. The Franconia Township Fall Festival was a successful outreach event for the many participants at the festival. The FOF is starting its strategic planning process. Tracey added that the foundation is reaching out to the District Consultant Librarian Kate Shaw, for assistance with the strategic planning process.

Personnel Manual Discussion

Tracey shared the proposed updated personnel manual, which has been reviewed by the solicitor and is ready for approval. Kyle made a motion and Alex seconded to approve the personnel manual, which was unanimously approved by the BOT.

Budget Discussion

The budget for 2026 was presented, with a proposal for a deficit budget due to much needed increased salary expenses. Tracey explained the budgeting process, including the impact of flat funding from municipalities and the need to adjust for donations and grants.

Collection and Technology Updates

Tracey discussed the library's collection expenses, including the impact of Baker and Taylor's bankruptcy and the need to transition to other vendors. The library has added an overlay to our online catalog, called Aspen, which includes an app and integrates programs, book clubs, and electronic resources.

2026 Holidays

The Holiday schedule was presented and approved by the BOT. The Board went into an Executive Session at 8:15 which ended at 8:26.

Public Comment

There was no public comment.

Penny called for a motion to adjourn. Motion was made by Alex and seconded by Kyle. Meeting adjourned at 8:53.

Respectfully submitted,
Beth Styer Secretary

October 2025 Library Report

PUBLIC SERVICES OVERVIEW

All Strategic Plan Platforms

Please see 2025 Statistic Report for complete quantitative data

People

Objective 1.2 Offer quality programs for children, teens, and adults

Pre-K – This month, we offered 5 Babies Boogie, 2 Pajama Story Times, 3 Teddy Bear Times, 3 PreK Capers, 3 Lunch Bunch Story Times, 3 ABC Learn with Me, 2 Hop Skip and Jumps, a make a monster craft program and a pop-up Wee Build program (STEM).

School Aged - School aged programs included Pokemon Club (2 programs), Lego Club (2 programs) and Create Space. Ruff, Ruff and Read was cancelled because we did not have enough dogs/volunteers to host the program.

Young Adult - This month, we offered the following in person programs: Dice Rollers, World Explorers Club and Volunteer. One Dice Rollers program was cancelled because the library was closed.

Self-directed Programs- The preschool self directed program was the 1000 Books before Kindergarten program. The School Aged program was an Eagles themed scavenger hunt. There was no sticky note question this month because the holder fell and we are working on reattaching it.

Sticky Note Question: If you were a captain of a pirate ship, what would you name your vessel?: 0

Reading Challenges

1000 Books Before Kindergarten on Beanstack

1000 Books on Beanstack	
Registrations (included in self-directed totals)	4
Badges	13
Books Read	807

Reading Challenge October 2025

Fall Reading	Birth-5	6-11	12-18	Total
Paper Logs				43
First Paper Badges Earned				23
Beanstack Registrations	1	5	0	6
Beanstack Badges	9	11	0	20
Tokens Redeemed				67

This month, we distributed 38 more logs than last year (an increase of 760%). However, 14 fewer prizes were redeemed (a drop of 17.3%). On Beanstack, we had the same number of registrations as last year, but 15 more badges were earned (an increase of 300%).

Adult - Mahjong, Knitwits, PA Medi (formerly APPRISE), IVPL Planeswalker Club, Evening Yoga at the Library, Thursday Evening Book Club, Representative Office Hours, Forgotten Voices Poetry Group, Monday Morning Book Group, Open Mic Night, Board Game Night for Adults, It's a Mystery Book Discussion, Chick Lit Book Club, Eastern PA Medicare 101, Photography Club, Understanding Social Security, Not Just For Men Book Club, Writers Workshop, Civil War Battlefield Medical Practices, Introduction to Scrapbooking, Celtic Cultural Club, Quizzo, Stammtisch German Language Group

Transgenerational Programs - *Note: we are now using this category for programs that bring all ages to the Library. Many of these programs have been listed in other categories in prior reports.*

Chess for Beginners, 4 Sleeping Mat Project, 2 Sleeping Mat Weaving Only, 1 movie and treat trail. One sleeping mat program was cancelled due to room availability and one sleeping mat weaving only session was cancelled due to lack of registration.

Platform

Objective 3.2 Build and maintain programs for all ages to become proficient with and better understand digital technologies.

Scheduled Tech Help sessions are on hiatus until Nicole is back from parental leave. We continue to offer walk-in assistance for many different technologies, including using eBooks, use of our other electronic resources, job searching, and more.

There were no genealogy help sessions in October.

Objective 3.2 Continue to offer vendors and platforms to create the best possible online experience for our customers.

IVPL continues to offer access to many electronic resources and services including Overdrive, Hoopla, Mango Languages, and Scholastic Teachables. We also have a robust collection of relevant links on our website for various subjects, many of which are provided by POWER Library and PA Online Learning. Note that the District has discontinued the Tumblebooks subscription as it was not being used. Those District funds went to Libby.

Use:

- Ancestry: 364 searches, 1,344 downloads
- Salem Press: 0 sessions
- Gale Literary Databases: 24 searches
- Driver's Education Program: no longer providing usage statistics
- Mango Languages: 49 sessions
- Scholastic Teachables: not available
- Consumer Reports: 20 visits, 491 views
- Power Library: 20 logins, 87 searches, 27 Items Viewed

Platform

Objective 3.1 Provide current materials of high interest in a variety of formats—e.g., books, magazines, electronic data, videos and recordings—for people of all ages.

Processing/Technical Services

- Processed and Discarded items are in the statistical report.
- 138 books, 1 A/V item, and 29 periodicals were repaired.
- 59 MARC records of lower quality were merged/cleaned up/enhanced.
- 17,634 items were inventoried to ensure the physical collection matches what is in the catalog.

Displays

- Adult
 - Jane Austen
 - Banned Books Week
 - Jane Goodall
 - Spooky stories
 - National Chili & Pasta Month
 - National Cookbook Month
 - Staff Picks
- Youth:
 - Halloween
 - Yom Kippur
 - Thanksgiving
 - Italian American Heritage
 - Crafts
- Young Adult:
 - Hispanic Heritage Month
 - Horror Books

Sustainability

Goal: Empower our community by creating awareness of the Library's Resources

Objective: Continue to reach out into the community to build awareness of Library services.

Website & Social Media

- Website
 - Site Sessions: 9,202
 - Page Views: 12,945
 - Unique Visitors: 5,428
 - Most popular: museum passes, ebooks, Library of Things
- Facebook
 - Views: 48.6K
 - Interactions: 611
 - Top content: Fun With Cows
- Instagram
 - Views: 7.2K
 - Interactions: 90
 - Top Content: Library closed (10/19)
- YouTube
 - 10.4 hours Total Watch Time
 - 4.4 K impressions
 - 339 total views
 - 0 new subscribers
- Google reviews:
 - 2 5-star Google Reviews this month

Newsletters:

- 2 newsletters were sent in October for a total of 5,918 contacts.
 - 10/31/25 – IVPL November Newsletter
 - 41% open rate with a 2% click rate
 - 10/29/25 - IVPL November Youth Newsletter
 - 62% open rate with a 4% click rate

Outreach:

- This month, we went out to PreK Counts in Souderton, HUGS Daycare, Harleysville YMCA Early Learning Center (2 rooms), and Wigwam Childcare Center.

- Nicole attended Sen. Colett's Senior Resource Fair at Generations and talked to 56 people about IVPL.
- Youth staff went to All My Children, PreK Counts, Bean Bag Food Program Family Breakfast, Harleysville YMCA Early Learning Center (2 classes), Hugs, and St Mary's Preschool.
- There were visits from the Charter School & the Vanguard School (this is a new connection)

PERSONNEL

People

Objective 1.1 Grow and sustain relationships to enrich lives.

Both Boards continue to work on advocacy and talking about the Library. Representatives from both Boards attend municipal meetings, and Nick continues to reach out and work with potential donors.

The Foundation of Friends has begun work on their strategic plan with the help of the District Consultant.

Objective 1.4 Support staff to continue to grow their skills and talent.

Meetings & Trainings

Tracey attended:

- IVPL BOT Meeting
- IVPL FOF Board Meeting
- BOT Executive Committee
- IVPL Finance Committee
- IVCC meeting
- Women's Club of Indian Valley
- Monday Morning Book Club
- Keystone Grant meetings

Angela attended

- Introduction to Cricut Workshop
- Developing Youth Creative Writing Programs for Your Library

Kean attended:

- Franconia Fall Fest

Mary attended:

- PaLA Annual Conference
- Franconia Fall Fest

Melanie attended

- Mystery Group
- Spark Aspen meetings & training
- PaLA Conference

Nick attended

- FOF Board meeting
- Marketing Committee
- 4 Easy Nonprofit Marketing Tricks to Boost Results While You Sleep - webinar

Nicole attended:

- District Youth Services Meetup - crafts
- PaLA Conference
- Global Issues Through Literature

Robin Attended:

- Parental Leave through December

Sam attended:

- None

Stephanie attended:

- SPARK Circulation Committee Meeting

BOARD

Committees

- **Facilities Committee**
 - Q4 FC mtg. Welcome Don Marshall to committee. Overview of projects completed and to be finished before the end of the year if possible. Tour of building exterior with committee.
 - Surface Duct Cleaning in Children's Library and reading room. Thanks Jeff C.
 - Carpet Cleaning in Children's Reading Room and Play area
 - Ceiling Repair over Circ Desk. Thanks Bill Y.
 - Franconia Fall Fest Clean up
 - Garden Committee Fall cleanup day. Extra thanks to Jim S for removing some yard waste.
 - Exterior landscape (not tended to by Gardening Committee) fall clean up, tree trimming.
 - Mtg w/contractor concerning wall repairs at front entrance
 - Repaint original ADA bathroom door...mystery of the damaged paint solved!
 - Ongoing assist with Keystone Grant application
- **Marketing Committee - did not meet**
- **Executive Committee**
 - Met 10/9
- **Personnel Committee - did not meet**
- **Finance Committee - did not meet**
- **Educational Gardens Committee - did not meet**
- **Municipal Agreement Committee - did not meet; next meeting November 14**

Sustainability

Objective 4.1 Investigate and develop new private fundraising opportunities.

There were 2 book sales in October for a total of \$965.60.

Annual Appeal

- IVPL totals: 16,710 (from 4,448 donors) gifts totaling \$2,214,366
 - Average gift is \$498
- FINAL 2024-25 Annual Appeal: 893 gifts totaling \$104,565.72
- 10 gifts in September for a total of \$3,245
- 2025-26 Annual Appeal (beginning) current numbers: 14 gifts totalling \$4,676.50
- Donor Retention 52.94% (12 month rolling rate)

Major Donors

- August: 3 gifts totalling \$2,825

Monthly Highlights

- The way we handle hotspots is changing. Patrons will now be able to see the availability of multiple hotspots, but only check one out at a time. This is a test to see how well it works.

- On Wednesday, October 22, Sam hosted a Make a Monster craft program for children ages 1-5. 80 people attended this program and she got a lot of positive feedback. Parents and caregivers were very appreciative to have something to do during the story time break, especially a craft program for young children.
- Social media views (most specifically Facebook) are up 16.7% over the previous month. The top content was information about our partnership with a local dairy farm to adopt a calf, a post about the Library of Things, and the IVPL Gardens celebration. Follows are up 60% over the previous year, with a total of 5,351 followers.

Director's Report

October's highlight was the amazing turnout for the Treat Trail at Alderfer Park. Over 200 participants showed off their costumes and got treats from Library Staff and volunteers. Thank you to all who were a part of making this a success.

Other happenings at IVPL include presenting the preliminary 2026 budget at the October Board of Trustees meeting, working on the Keystone Grant for the HVAC system, interviewing and hiring Sean Saraka for a Part Time Librarian position. Robin Frazier is out on parental leave; she had twins on October 15. Thank you for your support of her while she and her husband navigate not only new parenthood, but also the government shutdown (her husband is a federal employee). Nicole Husbands is due to go out on parental leave later this year.

On October 8, I spoke with the Women's Club of Indian Valley about the many great things we are doing here. It was a great meeting, and, on a personal note, they held a moment of silence and remembrance for Sandy Stober.

Youth program attendance is down over last year. While library programming can be fickle, this is a trend across the country. It may be, though there is no research to support this, that the youth are aging into school and out of the younger-focused programming. We will be looking at ways to combat this trend. Stay tuned!

Active library card holders are up roughly 4% over last year, and circulation and foot traffic are continuing to climb.