



Katonah Village Library Board Meeting Minutes: February 22, 2021

Regular Meeting (held virtually via ZOOM program)

Call to order (Mike Dwyer, President) at 7:35 p.m.

Present: Mary Kane, Barb Chintz, Amy Drucker, Mike Dwyer, Rhea Johnson, Susan (Popovic) Hayes, Mary Herrstadt, Anthony Mamo, Ian Shaw, Joe Tropiano, Jennifer Versacci, Vienna Wong, Cassie Coccaro and Sue Hassett, Ellen Waltmyer

Absent: N/A

Approval of Minutes

Minutes from the January 2021 meeting were approved without exception.

Finance Report

2/26 Meeting scheduled with two Town Board members, concerning restoration of funds. Mike Dwyer, Ian Shaw and Mary Kane will attend

Director's Report (Mary Kane) See attachment

2020 Annual Appeal Report – Ellen Waltmyer

- Record-setting Annual Appeal, raised from direct mail and online from 10/7/20 – 1/31/21.
 - Utilized Susanne and Douglas Durst Matching Gift Challenge
 - Met both challenges in 17 days; 28 new donors + 66 donors increased their gift size vs prior year
 - Utilized social media
 - Donorperfect software
 - Weekly eblasts featuring local celebs and donors/families encouraging others to donate
 - Direct Mail segmentation – tailored letters based on respective relationship to KVL; i.e. acquisition, donor renewal, lapsed donors
 - Surrounding Towns communication 6.35% response rate
 - Sweep Mailing 14% response rate

- Annual Appeal Follow-up (Stewardship – continue to nurture relationship with donors)
 - TY calls by Mary, Ellen, other staff, few board members
 - Thank you video and personalized emails
 - Honor Roll of Donors (names listed within level of donation)
- Why did it work so well this year vs historically?
 - 2020 approach similar to 2019
 - New: Matching Gift + Online + Personalization + More segmentation
 - People are truly grateful for everything that the library has provided through the pandemic, a “touchstone”, my “saving grace”
- 2021 – explore donor newsletter to continue to strengthen ongoing relationships
- Pursue donor matching corporate program

Action ITEM: None

Committee Updates:

Development (Rhea Johnson, Chair)

- Committee met last week – very productive!
- Considering an advocacy campaign (from Cassie) with strategies / goals; build on worked well this year along with new suggestions

Book Sale (Mary Herrnsstadt, Chair)

Working on a grant for DEI initiatives

*****Board Meeting adjourned at 8:47 pm.**

Please see Director’s report and Board of Trustees List below

Respectfully submitted,
Jennifer Versacci, Secretary



KATONAH VILLAGE LIBRARY

We are Community . . .

Director's Report January 26-February 20, 2021

Technology Migration/Departure from WLS-IT

The Library's transition from Westchester Library System's IT services/network to an Erate funded/private IT company and new network has *not* been a smooth one. Katonah Library was informed by WLS that there was a requirement in order to access the public catalog (Evergreen) through Equinox (the developer of Evergreen), specifically, a VPN Tunnel. (WLS is the only consortium utilizing Evergreen that requires a VPN.) The VPN tunnel setup took many weeks and over 50 combined hours of technical troubleshooting from an Equinox technician, the Library's IT tech, a Palo Alto engineer, and our in-house technician, as the library's newly installed Palo Alto firewall was not compatible with Equinox. The amount of time spent on this drastically set our transition-time back, as we were unable to test/order specific equipment or purchase new email licenses without knowing whether the VPN tunnel would hold. Additionally, the prolonged process delayed the library's E-rate application for 2021, as I was concerned we would need to order a new firewall and find a new tech company to support it.

KVL's tech company was finally able to establish the VPN tunnel, and at that point we scrambled to purchase computers, docking stations and receipt printers. On 2/23, if all goes well, the library will make the switch to the new network.

Adult Programming

Patrons are particularly thankful for our recurring classes—which keep them busy during the week. Along with *Chair Yoga*, *Get Fit While You Sit*, *Mystery & Suspense Writer's Workshop* and *Open Mic*, two new programs will also continue: *Bamboo Flutist Steve Gorn* will offer his *Music for Movement and Meditation* every Monday morning and artist Hodaya Louis will offer *Techniques in Portrait Drawing Class* once a month.

One of the Library's most popular programs—AARP Tax Aide, which generally offers free in-person tax help, has gone virtual. As this new method requires that the participant have a computer, the ability to scan forms, access to Google Meet, there have been many phone calls of frustration. While the Library's Tech Coach is available to help patrons learn Google Meet (by phone and/or computer), there are many participants who have said they do not have access to a computer. Hopefully, with tax extensions, and more people getting vaccinated, in-person help will be available in the near future.

Meetings Attended

Pro bono Partnership attorneys
Webinar: Eligible Services through Erate
WLS Technology and IT Options Committees
WLS Finance Committee
PLDA February Meeting

KVL Finance Meeting
KVL Development Committee