

## SAUCON VALLEY LIBRARY TASK FORCE MEETING

Date: Thursday, January 12, 2012  
Time: 5:00 PM  
Location: Lower Saucon Township

Present: Lower Saucon Township: Kim LaBrake, Tom Maxfield, Mike Karabin, Allan Johnson, Jack Cahalan, Cathy Gorman,  
Hellertown Borough: Gail Nolf, Joe Pampanin, Tina Krasnansky,  
Hellertown Area Library: Jessica Goedtel, Ali Finkbeiner, Rev. Lamar Handwerk, Robin Rotherham

### Committees:

#### Demographic/Statistics:

Ali Finkbeiner  
Lynn Koehler  
Jessica Goedtel

#### Building:

Kim LaBrake  
Joe Pampanin  
Mike Evangelista

#### Technology:

Gail Nolf  
Mike Karabin  
Jack Cahalan

#### Finance:

Reverend Lamar Handwerk  
Tom Maxfield  
Cathy Gorman  
Tina Krasnansky

1. Approval of Minutes from December 8, 2011 meeting – Kim said does anyone have any changes or corrections? She said when it was transcribed, any number she used in her presentation for square footage for cost, came up to \$2.25 per square foot. On page 2, it should read “Using the city cost index, it came up to **\$225** a square foot to build a library. On page 2, the sentence “Option A has basically 1,000 square feet and they are using \$25.00 a square foot for doing that.” They have to check those numbers. Jack said they will check the numbers before the minutes are put on the website. Motion by Jessica, second by Tom for approval of December 8, 2011 minutes, with corrections. All in favor.

### 2. Committee Reports:

- Demographic/Statistics – Ali said she has some year-end statistics from the HAL. They did request year-end numbers from BAPL, but they did not receive them yet. Robin said David Dunlap is present. He’s the District Consultant. Jack said can we communicate with David right now about the request for the year-end report from BAPL? Ali said she emailed Lynn and wasn’t sure if she was coming to the meeting tonight. Jack said Lynn won’t be here this evening, so we’ll ask David for that information. Kim said also include the book mobile. BAPL did give them interim numbers from August 10, 2011, so in the same format, that is fine. Ali said the first page is broken down by zip code of those who have a BAPL card, adult and juvenile. That’s pretty straight forward. The next page was given to Robin from the district library. These are HAL cardholders at the BAPL, which came from David. The next page is circulation. Then it’s broken down by ACCESS and you can see how many Hellertown people there are. It’s pretty straight forward. If anyone wants anymore statistics that they haven’t provided, please let her know. Jack said looking ahead to the public meetings, were they going to provide this information? Jessica said they were going to do some bar graphs, pie charts, etc.
- Technology – Jack said the first handout he has is an analysis worksheet they found from the American Library Association. It gets into what technology is currently at the HAL which we are going to need to look at to determine if we built this concept library based on the demographics and what more we need. There is a worksheet and Robin filled in the numbers for Jack. She put down the current numbers of servers; and breaks it down to email and network servers. It gets into the percentage which is used. There are questions she answered on back-up systems. On infrastructure and service analysis, she has information there about what service is used and if it is adequate. It

goes on to cover networks, backups, work station assessment, percentage of daily PC usage, work station analysis, analysis of printers and copiers, software assessment, software analysis, and finally miscellaneous systems. The next step we need to do is a facility analysis and assessment worksheet. He has another sheet that needs to be completed and Robin may have to work with Kim as it's based on square footage and involves public work stations, copiers, space allocated to technology and it gets to what the square footage is currently for those allocations. There a public work space analysis and a miscellaneous facilities assessment on what is there now. Kim said they will work with Robin. Jack said the other thing they came up with is a brainstorming worksheet which looks at what the library's current situation is in terms of technology and then asks where they should be. The last column is what the desired technology is. They should come up with some recommendations. The last sheet is something that shows how this information could be put together in a comparison. We could compare the BAPL to the HAL. He's not sure how it will work exactly. This gets into baseline comparisons like population, loans per capita, books per capita, registered borrowers, the hours opened each week, persons entering the library, reference transactions per capita and staff per capita. There's a comparison of technology, and it gets into computers, space allocations, public computers, Wi-Fi website, what's available on line, virtual reference, and it gets into things like printers, copiers, space allocated to those, meeting room schedule, online reading club. Jessica said she has some of those numbers that Jack is looking for. Jack said we are looking for a format where we can collect the data and record our findings. They will keep working on this.

- Building – Kim said they are going to pass until they can get some more of the sheets filled out and will work with Robin to make sure the numbers are accurately put into the worksheet.
- Finance – Cathy said they don't have anything at this point. They are still making sure the numbers are right for the square footage projections and they are formatting them.

3. Library Survey – Jack said he has some handouts on this. The Saucon Valley Partnership (SVP) had discussed purchasing a membership with SurveyMonkey. The school district was looking to do a recreation needs assessment. SurveyMonkey is an online survey that people can complete online and the data is all collected and put together. The membership fee is \$204.00 a year and that was approved by the Council's and the school district and the SVP is going to be purchasing it shortly. Once it is purchased, we can use it for our survey. We would be able to have the ability to go online and see it. Once the survey is ready, we can put it out on our websites and get the information out to everyone. As responses come in, you can go on the SurveyMonkey site and see what the results are. Robin said they use it all the time. It's really easy to use. Kim asked if the link is forwardable like if her neighbor wants to answer the survey? Someone said yes. Tina said she talked to Tom Rieger and it may take three months to put this together, which brings us to April. It's a month to formulate, a month to make it live, and then a month to get answers. Kim said who are we tasking this for? Is Tom Rieger going to be the one doing it? Jack said he's going to be kind of the webmaster for this. He thinks we would give the survey questions to him and he would post them. Someone said are we going to go with all multiple choice? If we task it to someone, we're just going to be giving them questions. We have to determine what kind of formatting. You are better off not asking a million open ended questions. Kim said you want check offs as people don't want to sit there and write. Jack said he put together some sample questions everyone can look at. Kim said this is perfect. It's the layout that is user friendly as you are just checking boxes. It's included everything. Jack said he doesn't know if we want to go with a short survey? Someone said the information we are looking for, we might have to go with a longer survey. Jessica said this is actually not a long survey at all. It's very well done. The only thing she's wondering if someone checks off "never" under No.2, there's a way you can ask why. Mike K. said if they don't use the library, they are not going to be interested in the survey. Kim said if they do not use the library, they may not use it because there are issues with the library they are going to and that's why they aren't going to it. Mike said he's looking at percentages. Kim said she's a BAPL cardholder and the reason they don't go to that library is it's that library and she wouldn't take her kids there. She would say "never" and be able to say she doesn't use it because. Jack said what library do you use? Kim said none, they go online. Mike said what does the question gain us in the survey? Kim said it gives us a reason as to why they don't use the library. It doesn't mean they have to do anything else. It just means after "never", you put the question why, and if they fill it in, then they don't have to continue

and they are done. Tom said if someone takes the survey, they may not want to answer every question anyway, but just make it available to them. Someone said there may be a way you could say would you like to continue with the survey at this point, which may be another option. Gail said Tom Rieger had said if the group has the questions, it just has to be posted. Someone said this is great, and it's a great way to set it up. Kim said basically it's six questions. Mike said on No. 4, the questions on senior use of the library, he would eliminate them. Kim said would everyone agree to dropping No. 4? The group said yes, drop No. 4. In question No. 2 about current library usage, the sub-question of how often do you use your library is first. If you don't use it regularly, "why not" is second. The main reasons you use the library is third and fourth and fifth is still the same. She said we want to have the survey ready to post as soon as possible. Jack said if we can get this to Tom Rieger by the end of the month, we can have it posted by mid-February. Kim said if we have a week to review it and post our comments, we can get it back to Jack. If we take one week for ourselves, then it gives Jack one week to finalize it, and then in two weeks it goes to Tom Rieger. Gail said in two weeks to Tom? Kim said yes, by the 31<sup>st</sup> of January. Response by the committee, compile it and then give it to Tom. If no one has any changes, it could be sooner. Jack said he will email it to everyone tomorrow. If anyone has a comments, use the reply to all. No. 6, if anyone has any ideas on that, let him know. Kim said maybe additional hours would be a good one. Tom said where it says library services, which library do you use? He thinks there should be "Other". We can even do i.e., internet, etc. We can put a fill in spot under "Other". Jack said he will make the changes tomorrow and email a corrected copy to everyone. At the end of the two week period, he will email everyone saying it's the final copy and then they will get it to Tom Rieger. We have to also have to talk about how we want to post it. We can put it on the Hellertown Borough website, the Lower Saucon Township website, the Patch, the Valley Voice and we'll use the Township's email addresses. Mike said maybe the school district can do a link. He doesn't know their policy. Kim said do we have in mind how long you want to keep the survey up? Jack said he thought we'd want something by the April 12<sup>th</sup> meeting. Robin said SurveyMonkey is pretty cool. It will give you in bar graph form the percentages and answers. Jack said he thinks you'd want to have it in enough time to display it. Gail said if we left it on for six weeks, that's a good amount of time. Kim said do we leave it live so after the public meeting, if they haven't done the survey, they have the opportunity to go and do the survey and compare it once it's out there. Tom said we can have some form of delineation before and after. He's guessing SurveyMonkey categorizes the answers by email address and you can only do one answer. Someone said no. Tom said how do you know people aren't desponding twice? Jessica said with cookies. Mike said couldn't we just stop the first survey and then make it like a new survey? Jack said the interim is just telling us what we have at that point, and then we can continue it and have a final report. Kim said it's question by question and very concise and clear. Tom said what about multiple people in a household taking the survey? Jessica said technically you have to clear your cookies, or you can only do one survey on one computer. You can clear your cookies. Allan said how are you going to know who fills it out? Gail said it says are you a Hellertown Borough Resident or Lower Saucon resident. You could also put "Other". Kim said do have available emails from the Township and Borough that can be sent out. We know they are going to people and hopefully they do fill them out. Mike said we do them online, are we using any paper ones? Robin said if you offer paper copies, you could put them in the library. Allan said could you require people to give their email addresses? Gail said you won't have as many people doing the survey if they have to give up their privacy. Someone said on the "other" library question, maybe it could say "I haven't visited any type of library in the past \_\_\_\_" with a blank. Mike said she doesn't see people going out of their way if they don't use a library. Someone said in section 1 add the book mobile. They may not necessarily go to the library, but may use the book mobile. Kim said under No. 3, based on the program that we filled out, one of the ones not on is "quiet reading room". Someone said No. 3, she would add "whether or not they are currently available or not to you at your library". Just word it better. Joe said should there be a question as to they don't have internet and is this why they are using the paper survey? Kim said on the paper version, the last question, did you opt to complete the survey on paper because of computer availability? Mike said it doesn't have a major affect on what we're accomplishing. Joe said he still doesn't know how many people still don't use a computer. Robin said people who don't use computers, use library and library staff. Allan said the same thing should be done at the BAPL as right now LST residents are supposed to go to the BAPL and if you want to get their opinion, you have to put up the same signs as you put up at the HAL's computers. Kim said what Allan is saying is there are LST residents that use the BAPL, so can something be put at the BAPL, either the paper copy or something noting you can go to the website if you are a resident and complete the survey. What you are opening up are people who are not residents going on and doing it. Allan said how do you

know who fills out the survey? Kim said she totally agrees, by advertising it out of the community. Allan said the LST residents are supposed to use the BAPL. Kim said no, we're not, we can use anyone we want. They have a card to go wherever they want to go. Someone asked if there is any way we could have the people who do go to the BAPL take the survey? David said he would look into it. Kim said she doesn't want to go through all of this and then at the public meeting someone says why wasn't it available at the library I use? You need to be able to reach them. Robin said maybe BAPL could provide a link on their website that if you are a LST resident, please take this survey. Kim said having a hard copy at the BAPL would be helpful. It might be good if Hellertown got blue copies and Bethlehem got yellow copies. Tom said you know how we are always getting the accusations that we made up our mind already, he's looking at No. 3 and instead of saying if a new consolidated library were established, can we say please rate the following in terms of not even saying it's a consolidation. Jack said it should say "please rate the following in terms of importance or an ideal library, whether they are currently available at your library or not".

4. Review of Draft Agenda for April 12<sup>th</sup> Interim Public Meeting – Jack said we talked about having the public meeting here on April 12<sup>th</sup> at 7:00 pm, and that is mentioned on the PATCH already. We'll be putting that information out to everybody. This is an interim meeting, so we're not finished with our work. What we would be giving out is what we have come up in terms of the findings for each of the committees. Demographics would have charts; The Building Committee would have the information that Kim and Joe showed previously on the current building and the options; The Technology Committee will be putting together their information; and the Finance Committee has the budgets they discussed at the previous meeting. We are all pretty close. The only ones we haven't put together are Demographics and Technology. Jessica said they will have pie charts ready. Jack said have some brief Power Point slides ready per committee. Jack said that he will do an overview of the Task Force process, who is appointed to the committee, what we're aiming for. The we'll do the Committee presentations, then if the survey is done, put that information up. Then we will open it for public comment and feedback. We can have the meeting from 7 pm to 9 pm. He still thinks we can accommodate everyone here at Town Hall. It will all be recorded and there will be minutes. It will give everyone a preview of what we've been collecting. Kim said and drum up more interest; you take the survey and get people's opinions before the final. Jack said if anyone needs help with the Power Point, let him know. Send a draft of the slides to Jack. We have one more meeting after this one to finalize everything.
5. Review of Draft Outline for July 2012 Library Task Force Report – Jack said he put together an outline for the final Task Force report. Sometime in July we will have a meeting of the Task Force and by that time we will have put together a report. The report will basically be what each committee came up with their findings and then we'll add to that our recommendations and conclusions. You'll have a lot of these things put together in April, then we just have to put together the conclusions and recommendations for July. Kim said all of the recommendations from each committee need to jive with each other. That's the discussion after the April meeting that these are our draft recommendations. For her and Joe, the thing is size. Jack said when that is put together, that will be approved by the Task Force and then we would go to the Township and Borough Council meetings and also meet with the Hellertown Library Board of Trustees and present that report. Then the decision that gets made is up to the elected officials. The report will be what the findings are, the charts, and the slides. Mike K. said we are doing both Councils, why the Board of Trustees? Jack said they have to be agreeable to it. Mike K. said the way it stands, it's not up to Hellertown Borough to consider this, it's the Library Trustees. Robin said the Borough is the primary funder for the HAL and would definitely want to see the findings. Kim said plus the need of their constituents. There is a possibility, based on the recommendations, that the Borough would feel that what is being recommended is too much for their constituents. Jack said it doesn't have to be this entire group attending these meetings. He already started putting together a history of the HAL. He sent Tina some information on the history of Hellertown's library services. He'll do the same thing with the Township and the BAPL and a little background on that, then the rest is what each committee will present.
6. Assignments for Next Meeting – Kim said another assignment for the next few meetings is as that's produced, we have a mock copy and it keeps building, so each committee can put their draft into it.

7. Open Public Discussion – Mike said he’s going to be out of commission for the next six to eight weeks as he’s getting his shoulder operated on, so he doesn’t know how much he will be able to participate, but he’ll see his emails. Kim said we’ll definitely make sure everyone is copied.
8. Next Meeting Date – February 9, 2012 – 5:00 pm
9. Motion to Adjourn: Meeting adjourned at 6:12 pm.