

# Town of Johnsbury Library

Board of Trustees Meeting

November 5th, 2025

Minutes taken by: Marlana O'Mealy & Submitted by: David Pede

Meeting called to order at 5:05 pm by president David Pede.

## **Attendance:**

**Present:** Carrie Mason, Anita Abrams, Constance Fuller, Marlana O'Mealy (Secretary), David Pede (President)

**Absent:** Danielle Bonanno (Treasurer)

**Guests:** Cathy Allen (interested in joining the TOJL Board)

**Approval of Minutes:** Minutes from September 3rd meeting will be shared by Danielle Bonanno electronically. Update from David: there was a medical issue, he has minutes and they will be shared electronically.

Minutes from October 1st meeting approved

*Moved:* Constance Fuller

*Seconded:* David Pede

**Approval of Warrant:** Motion to approve warrant passed.

*Moved:* Marlana O'Mealy

*Seconded:* Anita Abrams

## **Library Director's Report:** Carrie Mason (Library Director)

Visits are down due to sewer construction on road. Library was closed Friday October 24th. Staff were present preparing for Halloween Festivities.

Carrie asked Anita if the Correspondence was sent to Anne France for donating \$100? Anita will be working on correspondence. Carrie will email Marlana with list of deposits that will add up to \$4,586.99.

TOJL participated in JCS's Trunk or Treat. Carrie estimated 200 community participants and this number is included in the Library Director Report.

Hoopla update: Remaining balance is \$66.37. Carrie will need to figure out how to reload/deposit funds. This is great news as it means our patrons are utilizing this service.

Baker and Taylor is out of business. Carrie needs to find a new vendor. She is currently ordering from Amazon. They have a library section with 20-30%

discount/wholesale price. (B&T offered similar discount)

Carrie discussed her frustration with a new process for making book labels. The process is manual and is taking longer than before. Carrie explained that the bottle neck in getting new books out on shelves is because B&T offered an invoice that worked with excel and amazon doesn't. When Marlena suggested ordering through Scholastic or calling other library directors to understand their process. Carrie brushed off the suggestions and said she just needs to streamline her own system. Carrie doesn't want to go through the process of adding another vendor ie: Scholastic.

Carrie met with new SALS Director (November 11th email sent by Carrie states new SALS Director name is Kim Bolan). SALS Director mentioned that other Libraries are experiencing issues with Ingram. Baker and Taylor was a global company and Ingram is more local. Carrie was warned not to use Ingram, so Carrie will continue to order from Amazon until a new vendor is found.

### **Financial Officers Report:**

Carrie asked David to print the report they worked on for Anna. TOJL 2026 Equipment Budget Summary shared with trustees for review. Carrie mentioned some of her plans are to purchase equipment to deep clean carpets. Marlena suggested replacing floors instead of just cleaning, Carrie informed board that floors are part of buildings department however she could find out if she could allocate funds towards that purpose.

Carrie mentioned that she still has \$2000 left in equipment budget and will be reviewing different ideas she shared earlier this year. ie: Creating a digital meeting space in kids room. Other purchases under consideration include a new folding table \$1000 for kids room (current table is large and heavy), a video conference system, Promethean board (covers tv need for kids room plus digital meeting space).

Marlena mentioned that projector used at How to Train a Dragon movie night was worse quality than the one the library used in the past. Movie was dark and pixelated. Library needs a good quality projector or use old projector. Carrie said they still have the old one. She was not sure which projector they used for that movie as she purchased two. One was purchased for \$100 with easy to use DVD function.

Carrie said Danielle Bonanno sent report to Anna Bowers.

### **Committee Report:**

From October meeting: Dani set up meeting with personnel committee to complete director review. Update medical issue prevented meeting. No activity shared at this time.

### **Correspondence & Communication:**

Carrie asked Anita if the Correspondence was sent to Anne France for donating \$100? Anita will be working on correspondence. Carrie will email Marlena with list of deposits

that will add up to \$4,586.99.

### **New Business:**

Michelle San Antonio expressed interest in joining TOJL Board and Danielle and David met with her.

### **Old business:**

These are some questions Marlena had from our last meeting October 1st 2025:

TOJL hosted 2 library events for Halloween (Annual Halloween Party & New Movie Night). Feedback on event: Carrie said they went well and the staff worked hard preparing for event (no pictures to share) however the construction kept a lot of attendees away. How was the attendance? Carrie said the Halloween Party had 7 people and the Movie night had 11 compared to 40 participants past years.

Marlena asked how did TOJL advertise the Halloween events? Carrie said she advertised some but dropped the ball. She could have done more. Carrie said she is still figuring out how to manage her new employees, the team works great together and had the Halloween party cleaned up before their shift ended at 2pm. Carrie said she's feeling overwhelmed with all the events and will be looking to cut down on some events in the new year. (ie: Movie night or Game night)

Some marketing suggestions made for marketing next event: Ideally advertise on social media 2 weeks in advance, reminder post 1 week before event. Build up event 2 days before then 1 day before, and then day of use teasers about event like event set-up pictures. End by a post-event teaser contest results/photos of creations/ photos of kids having fun at event/photos of library employees or volunteers at events. Other ways to advertise are to ask local businesses to post flyer for event, make invite flyers and send home with school kids. Share to North Creek Community Group on FB. (Carrie said some staff prefer not to share their photos online - no photos were shared from event)

In October meeting Carrie shared plans of the JCS Trunk or Treat Event with story walk around vehicle. Why was there no story walk? Carrie said that it was cold and raining and Pete did stuff.

Suggestions made for future events: Car can be decorated with Halloween decor with Library banners/advertisements. A flyer handed out with candy to advertise Library events. Since Trunk or treat brings most of our community & their children it's a great opportunity to advertise Library events and encourage visits. Marlena shared results from a different local library's trunk or treat, where they handed out over 300 books and candy to kids. This other library orders kids books from Scholastic, because Scholastic includes free books with each order which the library keeps for special events like trunk or treat or prizes. Carrie does not want to use another vendor for ordering books at this time.

Marlena asked how does TOJL plans to ensure the next event is a success? (ie: Gingerbread Decoration December 6th 11-1pm and Tannery Pond's Kids Art 12-2pm)

Carrie said there is a lights on newsletter and she met with Candice Murray and Laurie Prescott Arnheiter. Carrie said she is good on marketing because there is a lot of cross-promoting. Carrie said the December calendar is completed and is planning a "paint and sip with Alicia" for adults at Tannery Pond in December.

In September Marlana spoke with Carrie about using HootSuite to help manage Social Media - TOJL FB has many questions/comments from patrons that go unanswered. Marlana suggested Carrie encourage staff to again check Facebook notifications to ensure they are not missing opportunities. (There were several examples shared from summer).

Marlena asked who is managing FB because more patron comments with no responses. Carrie said that Craft time with Carrie had no attendees the last two sessions. Marlana mentioned there was a comment left at the Hocus Pocus craft time with Carrie post asking what the costs are for the event? This went unanswered. FB shares notifications, someone needs to be managing TOJL account.

When library was closed on October 24, a FB post stated "Sorry for the short notice! Of course -- here's Canva-ready wording you can copy directly into your design template:" Library needs to proofread their posts.

TOJL also stopped advertising events Story times/ movies nights. Connie (ST volunteer) said the last two session of Story time only had 1 child present, once with his parent and once with a grandparent. Carrie said she was thinking of getting Story time Yoga to come back to biweekly sessions to take pressure off TOJL. Carrie said the library is jut doing too much/too many events.

There are personal appointments shared on TOJL webpage calendar. Library calendar/webpage needs to be kept professional.

Marlena asked Carrie how she is planning on advertising new books? Other libraries advertise new arrivals on Fb, which encourages patrons to come in and visit the library or call to request books. Carrie said it's too much. Marlana suggested she utilize her 4 new employees. Carrie's solution was Marlana helping them with marketing. When Marlana asked which employee will be managing social media? Carrie is still undetermined. Marlana is available only Friday's to meet. Carrie would like to review structure and workflow.

The were emails shared between Carrie & Peter. Staff members Keegan did not complete online exam - state standard. Why is this exam not completed? Carrie mentioned that the employee was going through bereavement and will complete exam.

**Adjournment:** Motion to adjourn passed at 6:12pm

*Moved:* Constance Fuller

*Seconded:* Anita Abrams

**Next Library Trustee Meeting:**

December 3rd, 2025 at 5pm