



Free Library of Northampton Township

Library Board Meeting

June 11, 2026

Board Members Present: Larry Blumenthal (President), Eleanora Rosso (Vice President), Jessica Freundel (Treasurer), Janet Braker (Secretary), Charles Beem, Chip Heim, Spyros Stavrakas

Staff Present: Wayne Lahr (Library Director), Amy Wardle, Kathleen Loudon, Jean Ladden

Citizens Present: None

Call to Order: President called the meeting to order at 6:30 PM.

Reading of Library Mission and Vision Statement

Charles Beem read the Mission and Vision Statements.

Approval of May 2026 minutes

The Board approved the Minutes unanimously.

Library Director Report

The Director distributed his monthly report in advance of the meeting.

Discussion items:

- There was a Bucks County District Library Center meeting in which surplus funds of approximately \$35,000 were reallocated to the various new line items. Pennsylvania Library Association memberships will be paid for County Library Directors. Additionally, registration fees for the 2026 Annual PaLA Conference will be covered for an attendee from each library. Two commonly used performers, Lolly Hopwood and Science Heroes, will be paid for and available to perform at each library in the Fall. Any excess funds will be used to purchase CloudLibrary credits to keep Holds ratios at an acceptable level moving through the remainder of 2026.
- Mark your calendars as October 10th will be the next date for professional development sessions offered by BCFL for Directors and Trustees. Additional details to follow.

Discussion - Strategic Plan, Priority #3 – Effective Communications

Thursday, June 11, 2026

The director provided a document outlining the various objectives of Priority Three and reviewed what has been accomplished from September 2023 - March 2026.

Discussion of the summary document revolved around:

- We spent considerable time discussing Objective A, to create and implement a marketing plan to elevate community awareness; we spoke about contacting SWELL again for an idea of what they might be able to offer and for what costs; we discussed Marketing Plans which were distributed monthly by the former marketing staff person at BCFL prior to her departure as well as reaching out to her to discuss possible consulting work; suggestions included gathering specific metrics from Facebook, website statistics, electronic and paper newsletter statistics (Ladden will begin tracking paper newsletter distribution), then compiling and analyzing that information to determine benefits currently in place and what might be needed to focus on moving forward regarding how we're reaching people.
- Gaining an understanding of "purpose" and/or defining goals was a topic of concern because gathering statistics and looking at them out of context is not generally considered best practice; Freundel stated she would make some suggestions on website analytics for focus; reminders were made that AI would be able to support some of this work; Loudon mentioned she currently uses AI to assist in Facebook/IG posts.
- Questions were raised regarding how to gather information which might be useful in evaluating the impact or engagement of our new branding

The Board decided they may need to spend more time considering what type of partnerships and purposes we need before moving forward with a specific plan and purpose.

It was felt by all Board members this discussion was worthwhile in understanding the progress that has been made to date and the areas still needing to be addressed.

Objective B: Branding - It was duly noted that we accomplished recreating new branding. This was completed September 2025.

- * Discussion ensued about how we indicate to local businesses the ways that their support translates into benefits for them. Wayne explained the various ways we acknowledge their contributions. Our business supporters are currently pleased with how their contributions are recognized. Business sponsorship announcements have been recognized publicly in a variety of methods: Digital Signboard on Upper Holland (30 days); website slider (30 days); FB/IG posts (at least 2); In-House TV sliders (30 days); Paper Flyers in-house (30 days); TWP Cable Channel (30 days); and public Flyers at whatever event is sponsored. Businesses are informed of these publicized recognitions when discussing possible sponsorship opportunities.
- * Freundel mentioned she feels gathering analytics might help us move along in our strategic direction. She offered to gather some ideas and share with the director. It is important to define our goals clearly. The director stated the primary goal is for both new and returning patrons to leave the library with greater awareness of, or engagement with, its resources. The board members noted that

attendance alone does not determine a program's success. Some programs serve smaller segments of the community and may still be valuable even if the number of participants in attendance is low.

- * The use of QR codes to gather responses to various issues or specific areas of concern was suggested. An annual survey may be conducted at Northampton Day or other township events as we see fit.
- * Freundel also proposed using distribution lists of key constituencies such as Business Owners or School Librarians to target market different ideas or programs. The director will work on contact lists for this purpose.
- * Blumenthal suggested that we consider how we can move forward on seeking marketing assistance to align with our Strategic Plan. It was noted that the Bucks County District Library Center is one source that we can consider along with others such as SWELL.

Objective C: Outreach These efforts have expanded over the last few years without a specific plan by participating in Park and Recreation's various community events. Our YS Librarian is working with one of local elementary schools to create more opportunities for local school children to visit. The director will be reaching out to Council Rock school librarians to invite them into the building and seek ways we can be of more assistance to them with local students.

- * There will also be more effort to gather customer feedback stories of what the library provides or means to them. These can be useful for fundraising, marketing and outreach efforts. We already collect surveys for adult program attendees that also inquire about how they heard about the event.

Public Comment: None

For the Good of the Order / Miscellaneous

Note that there are no meetings in July or August. Our September meeting date will change from the customary 2nd Thursday, 9/10, to 9/3 due to director's travel plans. Required notice of this change of date will be provided by Wayne to the township administration so proper notice can be given to the public.

Next Meeting: Thursday, September 3 at 6:30 pm.

Adjournment:

Meeting was adjourned at 8:55 PM.

Respectfully submitted,



Janet Braker (Secretary)

Date: 6/11/2026