



Indian Valley Public Library Board of Trustees July 17, 2025

Opening the Meeting and Roll Call

President Penny Price officially opened the meeting of the Indian Valley Library Board of Trustees on July 17, 2025. In attendance were Penny Price, Michelle Kane, Susie Leonard, Kyle Rogers, Tracey Reed, Elise Bowers, Doug Johnson, Beth Styer, Alex Grande. Absent: Brad Alderfer

Approval of Minutes and Consent Agenda

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

Discussion on Banking and Credit Card Transition

Elise Bowers suggests staying with UNIVEST for regular banking due to resolved ACH payment issues. Tracey Reed confirms the meeting with Darren confirmed the library's setup at UNIVEST. She explained the need to transition the credit card to a generic Visa or rewards card due to issues. Elise Bowers mentions discussions on expected interest rate drops and the potential discontinuation of IMLS funding in 2026.

Introduction of New Staff Member Robin

Tracey Reed introduces Robin Frazier, the new adult services librarian, highlighting her background and experience. Robin shared her background, including her recent graduation from Clarion and her previous role at North Wales Library. Penny and Tracey express their welcome and support for Robin, noting her energy and willingness to learn. Tracey mentioned Robin's pregnancy with twins due in the fall.

Foundation of Friends Update

Stephanie provided an update on the upcoming Beer Fest, including the number of vendors and breweries involved. She requested volunteers to help at the event, mentioning the need for people to talk about the library and enjoy the event. Stephanie discusses the foundation's raffles and the need for school supply donations for back-to-school raffles

Discussion on New Library Swag and Branding

Tracey showed a new library swag water bottle featuring a squid reading a book, explaining the flexibility of the brand. She mentioned the success of previous swag, including T-shirts and water bottles, and the importance of maintaining the library's brand. Penny supports the use of the circle symbol in the new logo, noting its presence in previous logos. Tracey discusses the potential for new swag and the importance of brand consistency.

Proposal for Fitness Court on Library Property

Tracey shares a proposal from the new Telford borough manager, Bryan Poster, to install a fitness court on library property. Tracey suggests inviting Brian Poster to the August meeting to discuss the proposal further. Penny and other board members express interest in the proposal and the need for more information, including a sketch plan.

Fundraising and Donor Engagement Strategies

Tracey discussed recent meetings with potential donors and the importance of estate planning and financial planning. Tracey mentions the annual appeal and the need to consolidate and de-dupe donor lists. Penny and other board members emphasize the importance of personal connections and relationship building with donors. Tracey shares a success story of a significant donation from a library user for collection building.

Discussion on Story Walks and Community Engagement

Beth inquired about the status of new story walks in the community, mentioning a potential project in Salford Township. Tracey explained the logistics and costs of maintaining story walks, noting the library's role in changing stories and maintaining the physical structure. Tracey mentioned ongoing discussions with Souderton Connect for a new story walk in Souderton.

E-Learning Opportunities for Trustees and Board Members

E-learning opportunity for trustees and board members from the American Library Association was mentioned. The e-learning sessions cover topics such as freedom of information, public administration, and public finance. Tracey offered to forward the information to the board and suggests organizing a group viewing if there is interest.

Closing Remarks and Adjournment

Tracey mentioned the need for volunteers for the Beer Fest and encourages board members to reach out to Stephanie for scheduling. Penny called for a motion to end the meeting. Motion made by Alex and seconded by Kyle.

Meeting adjourned at 8:50.

Respectfully Submitted,
Beth Styer, Secretary