

**QUEENS LIBRARY**  
**EXECUTIVE COMMITTEE**  
**THURSDAY, FEBRUARY 22, 2018**  
**MINUTES**

A meeting of the Executive Committee was held at the Central Library, 89-11 Merrick Boulevard, Jamaica, NY 11432 on Thursday, February 22, 2018. The meeting was called to order at 6:40 PM by Committee Chair Carl S. Koerner Esq.

**I. Call to Order**

<b>Attendee Name</b>	<b>Title</b>	<b>Status</b>	<b>Arrived</b>
Carl S. Koerner Esq.	Committee Chair	Present	
Judy E. Bergtraum Esq.	Chair of the Board	Present	
Robert Santos Esq.	Board Member	Excused	
Michael E. Rodriguez Esq.	Board Member	Present	
Earl G. Simons Ed. D	Board Member	Present	
Edward Sadowsky Esq.	Board Member	Present	
Eli Shapiro Ed. D LCSW	Board Member	Present	
Lydon Sleeper O'Connell	Board Member	Excused	6:55 PM
Matthew M. Gorton	Board Member	Excused	

**II. Agenda Action Items**

**1. Authorization with Google for Digital Advertising (ID # 1667)**

Carl Koerner, Board Trustee, asked that Sung Mo Kim, General Counsel and Sr. VP, and Han Ko, Director of Marketing, give the board a brief overview of the Authorization with Google for Digital Advertising action item.

Mr. Ko stated that the Library has shifted its advertising platform to a digital focus and utilizes Google as well as other digital platforms such as Facebook and Instagram. Google has a huge reach and allows the Library to promote programs and services based on demographic information and interests within a short period of time.

Digital advertising is very cost effective because the Library can control its spending based on performance and results. Digital advertising also enables the Library to increase its email database to promote more programs and services offered by the Library.

Although the Library's expenditures for Google advertisement is relatively small, it expects its expenditures to increase over time. The Library utilize Google's self-managed advertising platform and pay according to Google's payment plan.

**Recommended Motion for Consideration by the Executive Committee:**

*I move that the Executive Committee recommend to the Board of Trustees that the Library be authorized to spend up to the amount of \$48,000 for digital advertising with Google, Inc. to promote Queens Library and its various programs and services.*

<b>RESULT:</b>	<b>RECOMMENDED [Unanimous]</b>
<b>MOVER:</b>	Judy E. Bergtraum Esq.
<b>SECONDER:</b>	Earl G. Simons Ed. D
<b>AYES:</b>	Koerner Esq., Bergtraum Esq., Rodriguez Esq., Simons Ed. D, Sadowsky Esq., Shapiro Ed. D LCSW
<b>EXCUSED:</b>	Robert Santos Esq., Lydon Sleeper O'Connell, Matthew M. Gorton

**2. Hours of Service – Holiday Hours Monday, December 24, 2018 & Monday, December 31, 2018 (ID # 1666)**

**Recommended Motion for Consideration by the Executive Committee:**

*I move that the Executive Committee recommend to the Board of Trustees that the library system close on December 24, 2018 at 1:00 p.m. and on December 31, 2018 at 5:00 p.m.*

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<b>RESULT:</b>	<b>RECOMMENDED [Unanimous]</b>
<b>MOVER:</b>	Judy E. Bergtraum Esq.
<b>SECONDER:</b>	Earl G. Simons Ed. D
<b>AYES:</b>	Koerner Esq., Bergtraum Esq., Rodriguez Esq., Simons Ed. D, Sadowsky Esq., Shapiro Ed. D LCSW
<b>EXCUSED:</b>	Robert Santos Esq., Lydon Sleeper O'Connell, Matthew M. Gorton

**III. Agenda Report Items**

**1. Personnel Report (ID # 1664)**

<b>RESULT:</b>	<b>PRESENTED</b>
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**IV. Adjournment**

**1. Motion to Adjourn (ID # 1672)**

**Recommended Motion for Consideration:**

*I move that the meeting be adjourned.*

<b>RESULT:</b>	<b>RECOMMENDED [Unanimous]</b>
<b>MOVER:</b>	Judy E. Bergtraum Esq.
<b>SECONDER:</b>	Eli Shapiro Ed. D LCSW
<b>AYES:</b>	Koerner Esq., Bergtraum Esq., Rodriguez Esq., Simons Ed. D, Sadowsky Esq., Shapiro Ed. D LCSW, O'Connell
<b>EXCUSED:</b>	Robert Santos Esq., Matthew M. Gorton

The meeting was closed at 6:56 PM.

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**Committee Chair**