



Hoboken Public Library
Agenda for In Person Meeting of the Board of Trustees
April 22, 2025 6:30^{pm} to 8^{pm}

Option to Join on Zoom:

<https://us02web.zoom.us/j/81434763989>

Meeting ID: 814 3476 3989

1. Call to Order
2. Announcement of Compliance with the Open Public Meetings Law
3. Roll Call
4. Minutes of Meeting
5. Public Comments
6. Director's Report
7. Committee Report
 - a. Buildings and Grounds
 - b. Budget and Finance
 - i. Resolution authorizing the award of a non-fair and open contract for public relations services
 - ii. Resolution to void checks
 - c. Personnel and Policy
 - i. Employee Political Speech and Activity Policy
 - ii. 2025 Director's Goals
8. President's Report
9. Hoboken Public Library Friends & Foundation Report
10. Old Business
11. Executive Session
12. New Business
13. Consent Agenda

Approval of checks to be paid	Finance Committee
Resolution authorizing the award of a non-fair and open contract for public relations services	Finance Committee
Resolution to void checks	Finance Committee
Minutes approval	

14. Trustee Comments

15. Adjournment

HOBOKEN FREE PUBLIC LIBRARY

Director's Report for April 22, 2025 Board Meeting



Toy Drive for Maddy's Art Palette

Director's Highlights

- **Congressional fly-in:** On March 25, Jennie joined NJLA Executive Director Bret Bonfield to represent Hoboken Public Library and NJLA's Public Policy Committee during a virtual congressional fly-in with Senator Andy Kim's office. The group advocated for library funding and support. It was the first time that many members of Congress and their staffs heard of threats to IMLS and to federal funding that they appropriated for libraries.
- **Staff Bowling:** Keeping in line with our strategic objective to foster a strong organizational culture, the HPL team held a staff outing at Bowl Rite Lanes on March 28.
- **Trans Day of Visibility:** The Library partnered with the City of Hoboken, The Hoboken Advisory Pride Committee, and Hudson pride to celebrate Trans Day of Visibility on March 31. Mayor Ravi Bhall, Councilwoman Emily Jabbour, and BOT member Raakhee Mirchandani were among those in attendance.
- **Welcome Bill Thomas:** Jennie welcomed consultant Bill Thomas at the library's monthly all staff meeting on April 4 and set him up with space to meet with staff as needed in the admin office.
- **IMLS Lawsuit:** On April 4, New Jersey Attorney General Matthew J. Platkin joined a coalition of 20 attorneys general in filing a lawsuit against the Trump Administration to stop the dismantling of the Institute of Museum and Library Services (IMLS) and two other federal agencies.

- **Hoboken Literary Weekend:** Jennie and librarian Kerri Wallace attended Hoboken's Little City Literary Weekend on April 5, which featured a variety of book readings, signings, Q&As and more from various authors.
- **New Book Sanctuaries:** During National Library Week (April 6-12), two new libraries declared themselves book sanctuary libraries- Live Oaks Public Library in Georgia, and Mt. Lebanon Public Library, which became the first book sanctuary library in the state of Pennsylvania.
- **Library Appreciation Week:** The library celebrated Library Workers Day on April 8 with a special lunch and staff gifts, and highlighted the incredible work of our team by sharing kind notes from happy customers on social media. The post "10 Free Things You Can Get with Your HPL Library Card" was one of the most shared on the library's Instagram.
- **JCFPL & ALA advocacy-** On April 8, in celebration of National Library Week, Jersey City Free Public Library (JCFPL) welcomed Lisa Varga, Library Journal's 2024 Librarian of the Year, for a conversation about her ongoing advocacy for intellectual freedom.
- **Tern Scavenger Hunt:** The library is participating in Our Tern's citywide scavenger hunt, which runs from April 10-June 1. Staff helped bring it to life by decorating tern decoys, designing the scavenger hunt passport and custom logo, and serving as one of the official stops where participants can pick up passports, check their answers, and collect tickets for the completion prize.
- **Hudson County Library Directors meeting:** Jennie attended the re-convened Hudson County Library Directors meeting on April 14. In attendance were library directors from Jersey City, Secaucus, Bayonne, Kearny, North Bergen, and Hoboken. The group discussed the possibilities for county-wide shared initiatives in our libraries and an updated reciprocal borrowing agreement.
- **Congressman Menendez office hours-** As part of the Congressman's constituent service outreach to all the public libraries in the district, the library welcomed back Miriam and the team to the library for constituent services open hours on April 17.
- **As the Earth Terns:** On April 18, The library hosted Fund for a Better Waterfront and Our Tern for a special Earth Day event featuring a presentation and discussion on efforts to protect Hoboken's Common Tern colony.
- **Contract Negotiations:** A tentative agreement with the collective bargaining union has been reached; both parties are reviewing the final draft.

Department Summaries

Assistant Director

- **PITS System:** The Library is in the process of configuring the PITS (Patron Incident Tracking Software) system for a Library-wide roll out in Q2. This new incident tracking system should allow us to streamline and modernize our security protocols.

- **Panic Buttons:** We are in the process of training staff how to use the newly installed panic buttons located throughout the building.
- **Blood Drives:** The Library hosted its second and third blood drives, based on participant demand. A total of 71 units were donated during the first drive and 38 units were donated during the second drive. We are meeting with the New York Blood Center to consider holding quarterly drives.
- **Social Work Interns:** The social work interns last day was April 17. Our part-time library social worker continues to offer her services.

Information and Digital Services

- **New Part-time IDS Library Assistant:** Sabrina Quinones began working in the IDS Department on April 7 as a part-time library assistant.
- **April Poetry Month programming:** In addition to our regularly scheduled Poetry and Healing Writers Group, we also scheduled the first in a three-part offering of a program centered on Poetry and Memory for April 24. This workshop with Natasha Rao invites writers of all experience levels to transform their memories into poems.
- **Computer and tech usage:** Adult desktop computer use for February at the main branch was 918 sessions compared with March with 1,001 sessions. Last March there were 1,299 adult computer use sessions at the main branch. Computer use for all ages and branches was 1,676 in March 2025, 1,391 in February 2025, and 2,160 in March 2024. Scanning was down from 9 last month with 5 this month. Faxing was 38 faxes in March compared to 54 faxes in February. There were 14 scans and 13 faxes in March 2024. This month Hot Spots were checked out 6 times compared with 9 times last month.
- **eResources:**
 - NY Times logins went down in the building with 209 in February compared to 182 in March in the building; remote logins were similar, with 1,334 in February compared to 1,337 in March. Last March there were 774 off site logins and 158 onsite logins. Wall Street Journal logins were up from last month with 20 in March and 17 in February. Valueline was down from 897 to 843 logins. Mango went down with 138 logins in February compared with 104 in January. Pronunciator had 5 logins this month compared with 8 last month.
 - The March ebooks/audiobooks/magazine checkouts for elibraryNJ were 4,144 compared with 3,752 for February and the ebook/audiobook/magazine checkouts for eBCCLS were 4,600 for March and 4,426 in February. There were 453 Hoopla ebooks checkouts, 922 Hoopla digital audiobooks, and 224 Hoopla Comic Books this month. Total Music, Movie, and TV Digital Media Circulation for Hoopla, Kanopy, Medici, ShemarooMe and Freegal for February was 2,150 and 2,624 in March.
- **Reference Questions:** Reference questions at the main branch were down with 250 in March compared with 289 in February. The majority of the questions this month at the main branch were answered by phone or in person with 63 by phone and 152 in person.

Additionally, there were 8 by chat and 27 by email. There were 52 questions answered at the Grand Street Branch.

- **Monthly Programming**

- The Writers Group in March had two people attending. The next meeting was rescheduled to be on April 19 at 6:30 PM in person at the main branch and via Zoom.
- The Poetry Healing Group for March had 7 people. The next meeting will be on April 24 at 6:30 PM.
- In March we featured an adaptation of the popular musical *Wicked* with 4 people attending and we also had 4 people in April for the screening of *Stronger* in honor of Limb Loss and Limb Difference Awareness Month. Next month will feature a film in honor of Jewish Heritage Month.
- The HPL Mystery book club had 23 people last month. The Environmental Book Club had 6 people in March and will discuss *The Genius of Birds* by Jennifer Ackerman on Tuesday, April 15. The Discussion for *Tiny Beautiful Things* had 2 people attending. The Hoboken Public Library's Science Fiction and Fantasy Book Discussion Group discussion in February hosted a discussion of a Graphic Novel (the first two volumes of the collected Saga) for the first time with 9 people attending. The next discussion will be of *My Lady Jane* by Cynthia Hand, Brodi Ashton, and Jodi Meadows on April 28.

Grand Street

- **Study Room:** With the help of the facilities team, new doors with glass windows were installed for the Study Room. We hope to make this room available for reservation beginning in May for customers looking to do quiet study, remote work, or online testing/tutoring. The service will be available 5 days a week based around existing programming. Hoboken cardholders in good standing will be able to reserve the room for up to 2 hours a day.
- **DOL CARE Grant:** Grand Street Manager Ally Blumenfeld and Assistant Director James Cox applied for another year of the DOL CARE Grant in April, requesting approximately \$50,000 to continue administering outreach and assistance for unemployment insurance and domestic workers.
- **Social Worker onboarding:** Ally met with library social worker Alexis Austin to help onboard and discuss current and future programming, outreach, and grant activities.
- **Updated signage:** Ally began updating signage throughout the branch, including wifi, rules, programs, and printing services signage. Next, we will update and laminate wayfinding signage throughout the branch.
- **Food Drive:** Ally organized a Food Drive with Hoboken Community Center to take place in the month of April at the Main Library.

- **Special programs:** Special programs facilitated by Grand St Staff at the Main Library this month included a Trans Day of Visibility Celebration (with the City of Hoboken, Pride Committee, and Hudson Pride); a Climate Resilience Workshop (with Resilient North NJ), a Campus Connections lecture (with Stevens Institute), and As the World Turns (with Our Tern and Fund for a Better Waterfront).
- **Ongoing programs:** Ongoing adult programs administered by Grand St Staff at the Main Library, including American Sign Language for Beginners, Yoga is for Everyone, Chair Yoga, Mah Jongg, Typewriter Poetry, and Mindfulness Meditation classes, are all ongoing. Tai Chi continues with strong attendance at Grand Street, in addition to weekly ESL classes, weekly children's story times, resume assistance by appointment, and upcoming monthly felt workshops.

Adult Programming, March 2025

Service	Programs	Attendees
Adult Programs	79	1051

Youth Services

- **Media Mentorship Night:** In collaboration with the University of Washington and the Hudson School, we hosted a successful Media Mentorship Night on 4/9. This event was further enriched by the participation of two of our Teen Advisory Board (TAB) members, Sofia and our resident Pokémon Master, Aarav.
- **Stevens Cooperative collaboration:** On 4/13, 7th-grade students from Stevens Cooperative School shared their innovative database, One Planet, with our library. This research tool, now accessible through our library's digital resources page, is an invaluable asset for students researching climate change. The group also hosted a program at the library to demonstrate the use and benefits of their database to the community.
- **Coding & Robotics:** TAB member Aaron continues to lead a highly successful Coding and Robotics class at the library. His enthusiasm and expertise have fostered a growing interest in technology among participants. Aaron is also planning a Coding and Robotics summer boot camp at the library, promising to further enhance the skills and knowledge of young tech enthusiasts.
- **Teen-led programs:** Teen-led programs hosted at the library have seen a significant rise, with over five events hosted by teens between March and April:
 - Youth Suicide Program led by Matthew Kim
 - Financial Literacy Program hosted by Futures Financial, with leadership from Danny Jang
 - Paper Bag Puppet Craft program conducted by HoLa's National Junior Honor Society Students

- Pokémon Club co-hosted by Aarav Shah and Library Assistant Michelle Valle
- Coding and Robotics Class led by Aaron Alexander
- Crazy 8s Math Club hosted by McNair students Ekansha and Mukthika
- **Hebrew story times:** To cater to our diverse community, we have introduced monthly Hebrew Story Times. These will be held on the first Wednesday of every month at 5:30 PM, offering a cultural and educational experience for participants.
- **Passover activities:** In celebration of Passover, we offered a series of programs to engage Hoboken's Jewish community:
 - Grab and Go Passover Craft available for three Fridays in April
 - Chocolate Covered Matzo Program
 - Passover Story Time
- **Toy Drive:** We hosted a toy drive and donation for non-profit organization Maddy's Art Pallet for the month of March and on 3/27 The Elysian Charter School's Hoboken Heroes group, along with HPL's TAB members packed up care packages for teens and tweens currently in the hospital battling terminal illness.
- **Prom Drive:** Our Prom Popup Shop, in collaboration with Community Lifestyle, took place at The Center on 4/12 - another session is scheduled for 4/26 - we are so thankful for all the donations from our community members and partners.
- **Egg Hunts:** Our annual egg hunt extravaganza kicked off on 4/14 with a teens-only session, followed by egg hunts at both our brick and mortar locations, at Community Lifestyle's The Center location and finally, at Mama Johnson Field on 4/18.
- **Arab American Heritage Month:** To celebrate Arab American Heritage Month this April, The Friends and Foundation's Family FUNday was hosted by Queen Nur, who led a program titled Good Character, an interactive story time filled with music and moral stories from Muslim grandmothers.

Children's Programs March 2025

Event	# of Events Per Month	Participants
Story Time/Special Programs	67	2,440
School/Camp Visits	12	1,197

YA Programs March 2025

Event	# of Events Per Month	Participants
YA Events/Attendance	21	236
YA/School/Camp Visits	1	7

Information Technology/MakerSpace

- **Communico update:** Testing of the app continues; additional people have been participating in the shared beta test including the BCCLS admin staff to help facilitate the self-check out function. We're on track to introduce the app to the public by next month's meeting.
- **Room reservations:** With the Room Reservation Policy's approval, we're also working on best practice to integrate online forms that will be available through our website and in the app to reserve a space. We will likely roll out room reservations at the Grand Street Branch first, utilizing the space that has been created with the newly enclosed windowed doors room.
- **MakerSpace:** The MakerSpace had a number of class visits including ones from the Hudson School, where the ninth grade classes toured the facility. Students from this group utilized the poster printer for their presentations at our Media Mentorship Night on April 9th.
- **Knife sharpening program:** The MakerSpace hosted another free knife sharpening program in partnership with the Hudson Grinding Company. Participants were able to bring in their own knives to be professionally sharpened and personalized with our laser engraving Glowforge machine.
- **Trans Day of Visibility:** We created buttons and crafts in the MakerSpace for the celebration for Trans Day of Visibility at the Library. The City of Hoboken's Pride Advisory Committee, in partnership with The Library and The Hudson Pride Center, hosted the event on March 31st, providing a welcoming space for families and individuals to engage in conversations about Trans rights, challenges, and triumphs.
- **FCC Form:** We completed our FCC Form fillings for eRate coverage of our WiFi service for the Funding Year 2025. Despite the federal government's numerous cuts to Library organizations nationwide, we have at the very least secured our funding for this coming year.
- **Makers Day:** We are proud to report that our NJ Makers Day was a smashing success. We had so many people attend that there were lines out the door! Attendance was up 50% higher than the previous year, with over 200 attendees over a four hour period. We exhausted many of our supplies, as the engineering project and customized tumblers were the stars of the show. The following week, we had a family return to Maker after discovering us for the first time on Makers Day. They wore the shirts they had made that day, made additional bookmarks and picture frames, and planned for future projects.
- **Jewish-American Collection:** Tech Services has ramped up its linking and processing of new and upcoming Jewish-American books and are glad to report that, with the librarians involved with collection and selection development, we have received praise for our expanding collection of Hebrew and bilingual books, covering not only the holy days but a wider range of subjects.
- **Policies on the website:** Our policy page has been updated with the approved Bulletin board and Makerspace Policies and are viewable online.

- **Updated catalog:** Our Library catalog has been updated to Polaris version 7.7. Included in this update are improvements to streamline staff functions such as the ability to create record sets from saved reports, an improved Find tool, a recent search history that will bookmark up to the last 100 searches and other quality of life options, such as to suppress non-blocking circulation blocks when looking up patron information.

Special Collections

- There were three (3) Special Collections requests in March-April. We applied and joined RevolutionNJ as a partner organization. We will plan events associated with the 250th anniversary of the country.

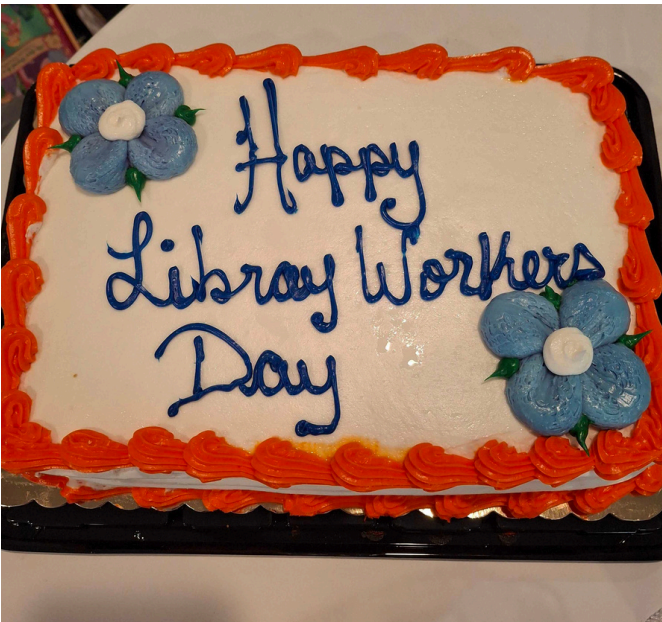
March 2025						
Circulation	Mar. 2025	Feb. 2025	% Change	YTD 2025	YTD 2024	YTD % change
Main Circulation - Adult	7478	6883	9%	20,452	16,400	25%
Main Circulation - Youth	12150	9960	22%	31,422	31,092	1%
Grand Circulation - Adult	103	112	-8%	373	597	-38%
Grand Circulation - Youth	503	535	-6%	1,554	1,948	-20%
eBook Circulation	10,345	9,608	8%	30,978	23,666	31%
Digital Resource Usage	2,624	2,150	22%	7,902	5,096	55%
Library of Things Circulation	22	12	83%	49	87	-44%
Total Door Count - Main	21,266	20,348	5%	65,371	65,668	0%
Total Door Count - Grand	951	892	7%	2,920	2,405	21%
Reference Questions	302	292	3%	892	497	79%
Total New Patrons Registered	326	286	14%	1,003	1,264	-21%
Locker Use - Main	1069	880	21%	2,875	1,352	113%
Locker Use - Grand	666	507	31%	1,786	1,026	74%
Locker Use - Museum	335	359	-7%	1,069	N/A	N/A
Museum Passes	109	101	8%	318	181	76%
Programming	Mar. 2025	Feb. 2025	% Change	YTD 2025	YTD 2024	YTD % change
Total Programs - Adult	79	57	39%	186	157	18%
Total Program Attendance - Adult	1051	649	62%	2172	1,913	14%
Total Programs - Young Adult	21	21	0%	60	59	2%
Total Program Attendance - Young Adult	243	250	-3%	845	1,815	-53%
Total Programs - Children	79	53	49%	193	158	22%
Total Program Attendance - Children	3637	1612	126%	8351	8,389	0%
Total Programs	179	131	37%	441	374	18%
Total Program Attendance	4946	2511	97%	11383	12,117	-6%
Social Work	Mar. 2025	Feb. 2025	% Change	YTD 2025	YTD 2024	YTD % change
Social work appointments	30	5	500%	41	199	-79%
Community Care Kits distributed	75	245	-69%	519	851	-39%
Computer Use	Mar. 2025	Feb. 2025	% Change	YTD 2025	YTD 2024	YTD % change
Computer Use - Main	1573	1333	18%	4636	5,414	-14%
Computer Use - Grand	103	58	78%	247	619	-60%
Technology Lending	Mar. 2025	Feb. 2025	% Change	YTD 2025	YTD 2024	YTD % change
Chromebooks	0	2	-100%	2	8	-75%
Wi-Fi Hotspots	6	9	-33%	22	10	120%
Kiosk Laptops	365	384	-5%	1256	1,348	-7%
Kiosk Chargers	172	109	58%	399	469	-15%
Technology Lending total	543	504	8%	1679	1,835	-9%
Wireless use	Mar. 2025	Feb. 2025	% Change	YTD 2025	YTD 2024	YTD % change
Main Branch	2082	1723	21%	5723	5,596	2%
Annex	441	337	31%	789	1,661	-52%
Grand Street	122	148	-18%	395	344	15%
Social Media	Mar. 2025	Feb. 2025	Change	% Change		
Facebook - Total Followers	5981	5,993	-12	0%		
Instagram - Adult - Total Followers	6250	6,175	75	1%		
Instagram - YA - Total Followers	1102	1,098	4	0%		
Instagram - Children - Total Followers	1454	1,434	20	1%		
Instagram - Bookbike - Total Followers	503	504	-1	0%		
eNewsletter - Total Subscribers	17133	17,286	-153	-1%		
TikTok - Total Followers	467	445	22	5%		



Staff bowling night



MakerSpace fun



Celebrating Library Workers Day



Police officer story time



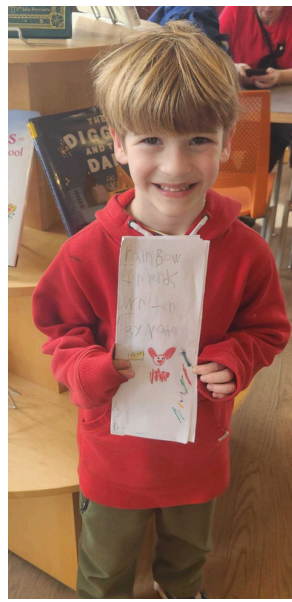
Spring crafts



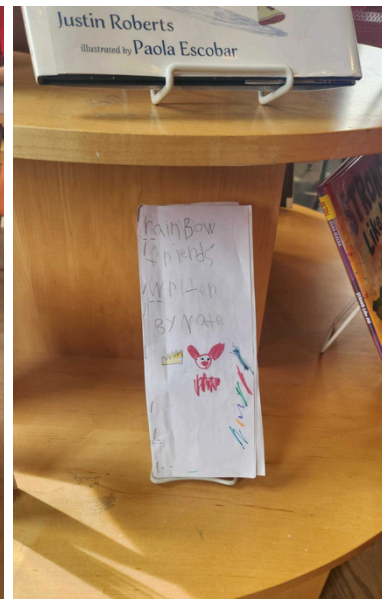
Hebrew story time



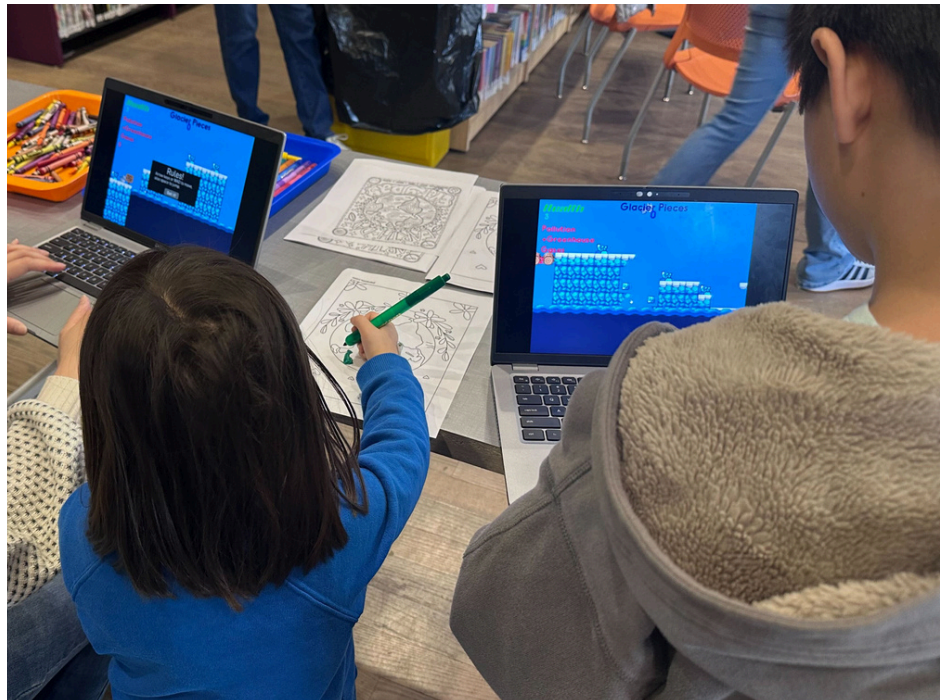
Yoga story time



Nate's first book hits the shelves



Teen egg hunt



Stevens Coop program



Ready for the Blood Drive



TAB puppet program



Prom drive pop-up shop



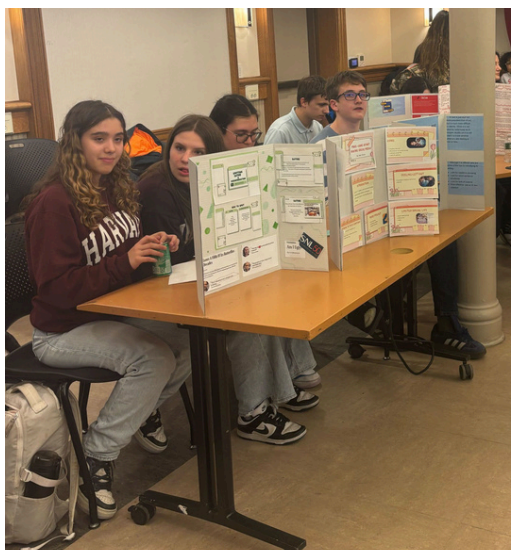
Chocolate matzo



MakerSpace embroidery



Trans Day of Visibility



Media Mentorship program



Teen-led financial workshops



As the Earth Terns program



Social work interns' last day



Easter egg hunt



Thriving propagation station



Account	Activity	Amount	Balance
TD Checking	Balance as of 03/01/2025		\$786,252.62
	Fines & Fees and Other Credits	\$4,183.57	\$790,436.19
	Interest	\$2,265.98	\$792,702.17
	Municipal Minimum Library Tax	\$1,660,731.00	\$2,453,433.17
	FY 2023 Reserve - BOT Resolution 2025-1	-\$243,930.31	\$2,209,502.86
	Payroll Funds Transfers	-\$250,000.00	\$1,959,502.86
	Accounts Payable and Other Debits	-\$161,876.64	\$1,797,626.22
	Balance as of 03/31/2025		<u>\$1,797,626.22</u>
TD Payroll	Balance as of 03/01/2025		\$123,706.52
	Funds Transfers	\$150,000.00	\$273,706.52
	Salary & Wages	-\$163,974.27	\$109,732.25
	Balance as of 03/31/2025		<u>\$109,732.25</u>
TD Payroll Agency	Balance as of 03/01/2025		\$106,055.68
	Funds Transfers	\$100,000.00	\$206,055.68
	Salary & Wages	-\$106,719.50	\$99,336.18
	Balance as of 03/31/2025		<u>\$99,336.18</u>
TD Vacation Reserve	Balance as of 03/01/2025		\$88,774.85
	2025 reserve funds transfer		\$0.00
	Balance as of 03/31/2025		<u>\$88,774.85</u>
TD Money Market	Balance as of 03/01/2025		\$252,625.91
	Balance as of 03/31/2025		<u>\$252,625.91</u>
NJ Cash Management	Balance as of 03/01/2025		\$1,671,751.63
	Interest	\$6,030.65	\$1,677,782.28
	Balance as of 03/31/2025		<u>\$1,677,782.28</u>
BCB Construction	Balance as of 03/01/2025		\$387,115.84
	Interest	\$36.71	\$387,152.55
	FY 2023 Reserve - BOT Resolution 2025-1	\$243,930.31	\$631,082.86
	Checks	-\$296.27	\$630,786.59
	Balance as of 03/31/2025		<u>\$630,786.59</u>

Income

	% of Budget	Item	Jan-Mar 2025 Actual	2025 Budget	\$ Over Budget	% of Budget
1	98.2%	Municipal Minimum Library Tax	1,660,731	6,746,549	-5,085,818	25%
2	0.4%	Grants	19,816	25,000	-5,184	79%
3	0.9%	Interest	18,997	60,000	-41,003	32%
2	0.4%	NJ State Aid	0	30,000	-30,000	0%
4	0.1%	Fees	1,202	10,000	-8,798	12%
6	100%	Total	\$1,700,746	\$6,871,549	-\$5,170,803	25%

Expenditures

	% of Budget	Item	Jan-Mar 2025 Actual	2025 Budget	\$ Over Budget	% of Budget
Personnel						
7	42.0%	Salary and Wages	464,193	2,883,252	-2,419,059	16%
8	17.0%	Health Insurance	1,405	1,170,000	-1,168,595	0%
9	6.2%	Pension and DCRP	2,242	425,000	-422,758	1%
10	3.4%	Payroll Taxes	38,124	233,000	-194,876	16%
11	1.2%	Overtime	18,548	85,000	-66,452	22%
12	0.5%	Workers' Compensation Insurance	0	35,000	-35,000	0%
13	0.5%	Shared Services Agreement	3,780	35,000	-31,220	11%
14	0.1%	Payroll Processing	3,486	10,000	-6,514	35%
15	0.1%	Unemployment Insurance	0	10,000	-10,000	0%
16	71%	Subtotal	531,779	4,886,252	-4,354,473	11%
Physical Plant						
19	3.6%	Capital Reserve	0	244,297	-244,297	0%
18	1.7%	Maintenance	21,733	115,000	-93,267	19%
20	1.7%	Utilities and Phones	29,606	115,000	-85,394	26%
21	1.1%	Furniture	2,363	75,000	-72,637	3%
22	0.9%	Facilities Improvement	2,950	60,000	-57,050	5%
23	0.4%	Security	14,064	30,000	-15,936	47%
17	0.4%	Flood Insurance	0	25,000	-25,000	0%
24	10%	Subtotal	70,716	664,297	-72,986	11%
Reading, Information & Technology						
25	2.8%	Digital Content	42,247	194,000	-151,753	22%
26	2.2%	Print Materials	22,691	150,000	-127,309	15%
27	1.5%	BCCLS	24,410	100,000	-75,590	24%
29	1.1%	Technology	23,372	75,000	-51,628	31%
28	0.9%	Equipment	11,824	65,000	-53,176	18%
30	0.3%	Non-Print Materials	2,011	20,000	-17,989	10%
31	0.6%	Special Collections	10,720	40,000	-29,280	27%
32	0.2%	Periodicals	9,118	13,000	-3,882	70%
33	0.0%	Inter-library Loan	247	1,000	-753	25%
34	10%	Subtotal	146,638	658,000	-511,362	22%
Community Engagement						
35	2.5%	Community Programming	37,545	175,000	-137,455	21%
36	1.1%	Marketing/Advertising	9,703	75,000	-65,297	13%
37	4%	Subtotal	47,248	250,000	-202,752	19%
Administration						
38	1%	Office/Library Supplies	13,807	95,000	-81,193	15%
39	0.7%	Travel and Mileage	869	45,000	-44,131	2%
40	0.4%	Staff Development	4,523	30,000	-25,477	15%
41	0.3%	Memberships and Dues	567	20,000	-19,433	3%
42	0.2%	Conventions and Seminars	220	15,000	-14,780	1%
43	3%	Subtotal	19,986	205,000	-185,014	10%
Professional Support						
44	2%	Consultants	12,818	150,000	-137,183	9%
45	0.7%	Attorney	9,291	50,000	-40,709	19%
46	0.1%	Auditor	0	8,000	-8,000	0%
47	3%	Subtotal	22,108	208,000	-185,892	11%
48	100%	Total	\$838,475	\$6,871,549	\$6,033,074	12%

Income and Expenditures Capital Reserve Budget vs. Actual 2025

	<u>Jan-Mar 2025</u>	<u>2025 Budget</u>	<u>% of Budget</u>
Income			
NJHT Grant Phase 2 & 3	-	1,500,000	0%
2025 Operating Budget Reserve	-	244,297	0%
TOTAL INCOME	<u>0</u>	<u>1,744,297</u>	0%
Expenditures			
<u>1st Floor & Mezzanine Renovation Project</u>			
Renovations	-	3,197,622	0%
Architectural Design and Planning	296	150,000	0%
TOTAL EXPENDITURES	<u>296</u>	<u>3,347,622</u>	0%
Net Capital Reserve Fund	(296)	3,347,622	
Capital Reserve Fund Balance - January 1	\$ 3,222,555		
Capital Reserve Fund Balance - March 31	\$ 3,222,259		

Num	Date	Account	Name	Paid Amount
12480	04/22/2025		Aida Lolovic	
		54010 · Adult Programming		600.00
12481	04/22/2025		Alexandria Campbell	
		54010 · Adult Programming		600.00
12482	04/22/2025		All American Painting Contractors	
		57060 · Facilities Improvement		3,875.00
12483	04/22/2025		AmTrust Financial Services	
		66117 · Workers' Comp Insurance		35,181.00
12484	04/22/2025		BCCLS	
		52010 · BCCLS		24,409.82
12485	04/22/2025		Cablevision Lightpath LLC	
		50270 · Phones		1,457.16
12537	04/22/2025		Carolyn Brush	
		54011 · YS Programming		400.00
12486	04/22/2025		Carolyn Hartwick	
		502041 · Office Supplies		887.00
12487	04/22/2025		City of Hoboken	
		66112 · Shared Services Agreement		1,890.21
12488	04/22/2025		City of Hoboken	
		50224 · Contractors & Annual Contracts		227.00
12489	04/22/2025		City Paint	
		50221-2 · Maintenance		1,334.09
12490	04/22/2025		Demco	
		50211 · Library Processing Supplies		470.19
12491	04/22/2025		Donna Ferrera	
		54010 · Adult Programming		400.00
12538	04/22/2025		Dorothee Riehl	
		54010 · Adult Programming		200.00
12492	04/22/2025		Dow Jones & Co.	
		50323 · ePeriodicals		1,650.00
12493	04/22/2025		Elizabeth Ndoeye	
		54010 · Adult Programming		1,500.00
12494	04/22/2025		Excel Pest Services	
		50224 · Contractors & Annual Contracts		360.26

Num	Date	Account	Name	Paid Amount
12495	04/22/2025		Hoboken General LLC	
		502041 · Office Supplies		84.00
		50600 · Periodicals		238.00
				<u>322.00</u>
12496	04/22/2025		Hoboken Historical Museum	
		50700 · Special Collections		3,000.00
		56010 · Marketing		200.00
				<u>3,200.00</u>
12497	04/22/2025		Hudson Grinding Co.	
		54013 · Makerspace		300.00
12498	04/22/2025		I.Miller International	
		56010 · Marketing		3,948.00
12499	04/22/2025		Innovative Adhesives LLC	
		56010 · Marketing		564.89
12500	04/22/2025		Inserra Supermarkets	
		54010 · Adult Programming		327.96
		54011 · YS Programming		564.61
				<u>892.57</u>
12501	04/22/2025		Jane Porges	
		54010 · Adult Programming		900.00
12502	04/22/2025		Jennie Pu	
		55010 · Travel		27.44
		57070 · Technology		107.89
		66102 · Health Insurance		468.37
				<u>603.70</u>
12503	04/22/2025		Kanopy	
		50324 · Pay Per Use Content		1,649.00
12504	04/22/2025		Leslie Rodriguez	
		54010 · Adult Programming		600.00
12505	04/22/2025		Library Ideas LLC	
		50321 · Online Databases		10,709.00
12506	04/22/2025		Lyft Bike and Scooters LLC	
		55010 · Travel Expense		351.98
12507	04/22/2025		Mardel Electrical Contractor LLC	
		50224 · Contractors & Annual Contracts		3,650.00
12508	04/22/2025		Mobile Beacon	
		57070 · Technology		1,560.00

Num	Date	Account	Name	Paid Amount
12509	04/22/2025	57060 · Facilities Improvement	Mr. G's Home Improvements LLC	4,500.00
12510	04/22/2025	54011 · Youth Services	Musicology 4 Kids	350.00
12511	04/22/2025	54010 · Adult Programming	Natasha Rao	200.00
12512	04/22/2025	56010 · Marketing	NJ Advanced Media	62.90
12513	04/22/2025	50270 · Phones	Optimum Business	3,891.60
12514	04/22/2025	50224 · Contractors & Annual Contracts	Our Lady of Grace Church	525.00
12515	04/22/2025	50271 · Postage	Pitney Bowes Inc.	112.98
12516	04/22/2025	502041 · Office Supplies	Pizza Republic	1,003.39
		54010 · Adult Programming		200.82
				<u>1,204.21</u>
12517	04/22/2025	66121 · Payroll Processing	Primepoint LLC	437.10
12518	04/22/2025	50262 · PSE&G	PSE&G	7,689.69
12519	04/22/2025	50221 · Maintenance	Public Storage	191.00
12520	04/22/2025	10004.04 · Petty Cash Fund	Raul Sanguinetti	170.00
12521	04/22/2025	54010 · Adult Programming	Reina Escobar	600.00
12522	04/22/2025	50224 · Contractors & Annual Contracts	Ricoh USA Inc.	805.41
12523	04/22/2025	50205 · Consultants	Rosica Communications	5,625.00

Num	Date	Account	Name	Paid Amount
12524	04/22/2025		Securitas Technology Corporation	
		50250 · Security		1,640.11
		57060 · Facilities Improvement		4,045.28
				<u>5,685.39</u>
12525	04/22/2025		Sentinel Security Service	
		50250 · Security		3,213.83
12526	04/22/2025		Spectrotel	
		50270 · Phones		447.04
12527	04/22/2025		Stephanie Tobia	
		54010 · Adult Programming		75.00
12528	04/22/2025		Susan Murcko	
		50205 · Consultants		183.00
12529	04/22/2025		TAPinto Local LLC	
		56010 · Marketing		475.00
12530	04/22/2025		Thyson Halley	
		54010 · Adult Programming		750.00
12531	04/22/2025		Valerie Coughlin	
		54010 · Adult Programming		115.00
12532	04/22/2025		Vanguard Cleaning Systems	
		50224 · Contractors & Annual Contracts		599.00
12533	04/22/2025		WB Mason	
		502041 · Office Supplies		1,436.92
		54010 · Adult Programming		275.96
				<u>1,712.88</u>
12534	04/22/2025		Weiner Law Group LLP	
		50202 · Legal Fees		9,909.65
12535	04/22/2025		Young Audiences NJ	
		54012 · Family FUNday		1,435.00
12536	04/22/2025		Yun H Ko	
		54010 · Adult Programming		400.00
TOTAL NUMBER OF CHECKS			59	
TOTAL \$ AMOUNT OF CHECKS				156,058.55

Num	Date	Account	Name	Paid Amount
To be processed through PayPal:				
	04/22/2025	502041 · Office Supplies	Advance Local Media LLC	100.00
	04/22/2025	502041 · Office Supplies	Audio-Visual Direct	139.99
	04/22/2025	53030 · Membership/Dues	FitOn Health	135.00
	04/22/2025	57070 · Technology	PayPro Global Inc.	175.00

Num	Date	Account	Name	Paid Amount
12539	04/22/2025		Amazon	
		502041 · Office Supplies		2,227.60
		54013 · Makerspace		195.77
		54010 · Adult Programming		295.20
		54011 · YS Programming		834.57
		52020 · Technology Equipment		1,118.85
		50311 · Media (CDs & DVDs)		1,134.82
		50301 · Print Materials		603.45
		50221-2 · Maintenance		459.22
				<u>6,869.48</u>
12540	04/22/2025		Amazon	
		502041 · Office Supplies		464.03
		54013 · Makerspace		759.34
		54010 · Adult Programming		686.91
		54011 · YS Programming		1,190.34
		52020 · Technology Equipment		316.93
		50310 · Non-Print		7.99
		50301 · Print Materials		793.49
		50221-2 · Maintenance		84.47
				<u>4,303.50</u>
12541	04/22/2025		Baker and Taylor	
		50301 · Print Materials		9,710.76
		50311 · Media (CDs & DVDs)		32.82
				<u>9,743.58</u>
12542	04/22/2025		Midwest Tape	
		50311 · Media (CDs & DVDs)		109.84
12543	04/22/2025		Midwest Tape	
		50324 · Pay per use content		4,269.35
12544	04/22/2025		Overdrive	
		50322 · eBooks		2,220.99
TOTAL NUMBER OF CHECKS 6				
TOTAL \$ AMOUNT OF CHECKS				27,516.74

<u>Num</u>	<u>Date</u>	<u>Account</u>	<u>Name</u>	<u>Paid Amount</u>
12545	04/22/2025	50311 · Media (CDs & DVDs)	Midwest Tape	6,195.64
TOTAL NUMBER OF CHECKS				1
TOTAL \$ AMOUNT OF CHECKS				6,195.64

HOBOKEN PUBLIC LIBRARY

Resolution No. 2025-4

RESOLUTION TO VOID CHECKS

WHEREAS, the following checks issued by the Hoboken Public Library Board of Trustees (the "Board") has not been presented for payment;

Check #12377, 02/25/2025, \$1,297.20 – Optimum Business

Check #12474, 03/25/2025, \$6,869.48 – SYNCB/Amazon

NOW, THEREFORE, BE IT RESOLVED that the Hoboken Public Library Board of Trustees resolves to void checks #12377 and #12474.

Date: April 22, 2025

Jerome Abernathy, President, Board of Trustees

I certify that the above Resolution 2025-4 was approved by the Hoboken Public Library Board of Trustees at a regular public meeting held on April 22, 2025.

Roll Call:

Yes:

No:

HOBOKEN PUBLIC LIBRARY

Resolution No. 2025-3

**RESOLUTION AUTHORIZING THE AWARD OF A NON-FAIR AND OPEN
CONTRACT FOR PUBLIC RELATIONS SERVICES**

WHEREAS, the Hoboken Public Library Board of Trustees (the "Trustees") has identified the need for public relations services for the Library as a non-fair and open contract pursuant to the provisions of N.J.S.A 19:44A-20.4; and

WHEREAS, Rosica Communications of Fair Lawn, New Jersey has submitted a proposed Letter of Agreement dated April 17, 2025, indicating they will provide public relations services for the library, at a cost not to exceed \$67,500 (the "Agreement"); and

WHEREAS, the Trustees have determined that the value of the Agreement exceeds \$17,000; and

WHEREAS, the term of the proposed Agreement is the period of May 1, 2025 and April 30, 2026; and

WHEREAS, Rosica Communications has completed and submitted a Business Entity Disclosure Certification which certifies that Rosica Communications has not made and will not make any reportable contributions to a political or candidate committee during the one year preceding the award of any contract and that the agreement will prohibit Rosica Communications from making any reportable contributions through the term of the agreement.

NOW, THEREFORE, BE IT RESOLVED that the Hoboken Public Library Board of Trustees hereby awards a contract to Rosica Communications to provide an ongoing public relations program for the Library for a one year period from May 1, 2025 through April 30, 2026 and in an amount not to exceed \$67,500, based on the Letter of Agreement provided by Rosica Communications dated April 17, 2025, a copy of which is attached to and incorporated by reference into this Resolution; and

BE IT FURTHER RESOLVED that the Board hereby authorizes the Library Director to execute the Letter of Agreement from Rosica Communications in the form attached hereto.

Date: April 22, 2025

Jerome Abernathy, President, Board of Trustees

I certify that the above Resolution 2025-3 was approved by the Hoboken Public Library Board of Trustees at a regular public meeting held on April 22, 2025.

Roll Call:

Yes:

No:



2-14 Fair Lawn, Avenue
Fair Lawn, New Jersey 07410
Tel: (201) 843-5600, ext. 202
Email: PR@rosica.com

Letter of Agreement (“LOA”)

April 17, 2025

Ms. Jennie Pu
Director
Hoboken Public Library
500 Park Avenue
Hoboken, NJ 07030

Dear Ms. Pu:

Rosica Communications (“Agency”) looks forward to continuing its working relationship with Hoboken Public Library (“Client”) and executing an ongoing Public Relations program (“Program”) to advance Client’s goals and objectives. This Letter of Agreement (“LOA” or “Agreement”) sets forth the contract between Agency and Client (“Parties”) effective May 1, 2025 and confirms the terms of service to ensure we have a clear understanding from the outset.

SCOPE OF WORK/DELIVERABLES

Please see Appendix A, below (page 6).

For any services required that are outside this scope of work that Client requests, Rosica Communications will obtain written approval from Client. Agency will then submit a “Change Order” to supplement the original in which case all the terms in this LOA will remain intact. With respect to the fee charged by Agency, be assured that Agency will work in good faith to be fully productive on behalf of Client.

TERM, FEES, AND PAYMENTS TO AGENCY

Agency shall execute the PR Program for Client from May 1, 2025 through April 30, 2026 (“Contract Period” or “Term”), billing Client \$5,000 per month plus out-of-pocket expenses as outlined in the “CSTIM” section below. Client agrees to this 12-month contract and to all terms and conditions herein.

While Agency prefers payment by check or wire/ACH transfer, it can take PayPal, Visa, or MasterCard, however a 3.5% fee for these three options applies. If payment is not received within 30 days of the due date, (i) such overdue payment shall accrue a late charge equal to the lesser of (a) 1½% per month or (b) the highest rate allowable by law, in each case compounded monthly to the extent allowable by law, and (ii) Agency may suspend or terminate all services for nonpayment and pursue collections and a legal remedy at Client’s expense.



To maximize Agency effectiveness, it is understood by Parties that:

- The work Agency undertakes will be performed at a pace that is reasonable and consistent with the time made available by the aforementioned fees.
- Parties will prioritize work to stay within budget and meet Client's goals and objectives.

CLIENT SERVICES, TECHNOLOGY & INFORMATION MANAGEMENT (CSTIM) EXPENSE

Agency's client CSTIM fee, calculated at 12.5% of PR fees, covers internal expenses incurred on Client's behalf. These include, but are not limited to, subscriptions to online resources such as Profnet® Media Source, which provides 75+ daily inbound inquiries from media globally; Cision® media database, a global media contacts database and comprehensive media monitoring solution, Moz® search engine optimization research and analytics tool; the Adobe Creative Cloud of 20+ desktop and mobile apps including Adobe Photoshop®, Adobe Premiere Pro® and Adobe InDesign®, Canva, Calendly, Zoom subscription with unlimited cloud recording capabilities, Survey Monkey, project management software (Asana), and Otter AI® for transcribing client Zoom calls, and other subscriptions that augment client service and results.

CONFIDENTIALITY

To the extent that, in connection with this engagement, either Agency or Client (each the "receiving Party") comes into possession of any confidential information of the other (the "disclosing Party"), it will not disclose such information to any third Party without the disclosing Party's consent, using at least the same degree of care as it employs in maintaining in confidence its own confidential information of a similar nature, but in no event less than a reasonable degree of care. The disclosing Party hereby consents to the receiving Party disclosing such information: (a) as expressly permitted in this Agreement; (b) to subcontractors and consultants that are providing services in connection with this Agreement and that have agreed to be bound by confidentiality obligations similar to those in this section; (c) as may be required by law, regulation, judicial or administrative process, or in accordance with applicable professional standards or rules, or in connection with litigation or arbitration pertaining hereto; or (d) to the extent such information (1) is or becomes publicly available other than as the result of a disclosure in breach hereof, (2) becomes available to the receiving Party on a non-confidential basis from a source that the receiving Party believes is not prohibited from disclosing such information to the receiving Party, (3) is already known by the receiving Party without any obligation of confidentiality with respect thereto, or (4) is developed by the receiving Party independently of any disclosures made to the receiving Party hereunder.



INDEMNIFICATION

As public relations counsel, Agency must in all instances rely upon the accuracy and completeness of the information supplied to it. Agency also relies on Client to seek all approvals from its legal team and Clients, when necessary, prior to disseminating news and information about the Client/company, including the validity of all content in the news releases, case studies and other written / digital materials the Client writes and has Agency distribute. Client assumes full responsibility for the accuracy and completeness of such information and agrees to indemnify and hold Agency, its officers, owners, agents, consultants and employees harmless from all claims, costs or other expenses incurred by any of them, including attorneys' fees, arising out of or due to the inaccuracy or incompleteness of the material or information so provided, as awarded under a final judgment by a competent court of jurisdiction. In addition, Agency agrees to indemnify and hold Client and Client's employees harmless from all claims, costs and other expenses incurred by any of them, including attorneys' fees, arising out of or due to the inaccuracy or incompleteness of the material or information Agency provides to third Parties, as awarded by a competent court of jurisdiction.

LIMITATION ON DAMAGES & ACTIONS

Agency, its officers, owners, agents, consultants, and employees, shall not be liable to Client for an aggregate amount in excess of the fees paid by Client to Agency pursuant to this Agreement, for any claims, or liabilities relating to any approved work performed by Client pursuant to the Agreement. In no event shall Agency or Client, their respective officers, owners, agents, consultants and employees, be liable to the other for any consequential, special, indirect, incidental, or punitive damages relating to this Agreement.

NON-SOLICITATION

The Client agrees not to employ directly or indirectly or make any offer of employment to any Agency employee, consultant, or contractor until 36 months subsequent to the termination of that person's employment or affiliation with Agency or without written approval from Chris Rosica. Conversely, Agency agrees it will not hire any employee of the Client for a period of 36 months after Agency/Client Agreement has terminated.

FORCE MAJEURE

Neither Client nor Agency shall be liable for any delays or nonperformance directly or indirectly resulting from circumstances or causes beyond their reasonable control, including fire, weather, interruption of essential services such as electricity and internet, epidemic or other casualty, act



2-14 Fair Lawn, Avenue
Fair Lawn, New Jersey 07410
Tel: (201) 843-5600, ext. 202
Email: PR@rosica.com

of God, strike or labor dispute, war or other violence, or any law, order or requirement of any governmental agency or authority.

INDEPENDENT CONTRACTOR

It is understood and agreed that, with respect to the relationship between Agency, on the one hand, and Client, on the other hand, each Party hereto is an independent contractor and neither Party is nor shall be considered to be, nor shall purport to act as, the other's agent, partner, fiduciary, joint venture, or representative.

SURVIVAL & INTERPRETATION

All provisions which are intended by their nature to survive performance of the services shall survive such performance, or the expiration or termination of this Agreement. Each of the provisions of these terms shall apply to the fullest extent of the law, whether in contract, statute, tort (such as negligence), or otherwise, notwithstanding the failure of the essential purpose of any remedy. Any references herein to the Term "including" shall be deemed to be followed by "without limitation."

ASSIGNMENT & SUBCONTRACTING

Except as provided below, none of the Parties may assign any of its rights or obligations hereunder (including interests or Claims) without the prior written consent of the other Party. Services performed hereunder by Agency's subcontractors shall be invoiced on the same basis as services performed by Agency personnel, unless otherwise agreed.

COLLECTIONS

Agency retains a collections agency to which all unpaid invoices, including accrued interest, are turned over at 60 days. If required by Agency to collect unpaid fees, Client agrees to pay all fees associated with such collections, which generally equals 25% of the unpaid invoice amount. If the Client falls into collections, Agency will cease all efforts work under this Agreement immediately and all products, materials and related become the property of Agency until all past due invoices, interests and fees are paid in full. Agency retains the right-of-refusal to assume work for the Client without payment in advance for such activities once default has occurred. If the Client defaults on its payment obligations under this Agreement, Agency may also seek any and all available legal or equitable remedies. Client shall also pay costs associated with the legal enforcement of this Agreement including all reasonable attorneys' fees and costs.

NO GUARANTEES



2-14 Fair Lawn, Avenue
Fair Lawn, New Jersey 07410
Tel: (201) 843-5600, ext. 202
Email: PR@rosica.com

Agency will work diligently to ensure Client satisfaction and seeks a long-term relationship with the Client. While Agency will employ best practices and work hard to secure top-tier media relations and communications outcomes, it cannot guarantee results.

ENTIRE AGREEMENT, AMENDMENT & NOTICES

These terms and this Agreement, including attachments, constitute the entire agreement between Agency and Client with respect to this engagement, supersede all other oral and written representations, understandings or agreements relating to this engagement, and may not be amended except by a written agreement signed by the Parties. All notices hereunder shall be (a) in writing, (b) delivered to the representatives of the Parties at the addresses set forth in the Agreement, unless changed by any Party by notice to the other Parties, and (c) effective upon receipt.

GOVERNING LAW, JURISDICTION AND VENUE & SEVERABILITY

This Agreement, including attachments, and all matters relating to this Agreement shall be governed by, and construed in accordance with, the laws of the State of New Jersey (without giving effect to the choice of law principles thereof). Any action based on or arising out of Agency's Program shall be brought and maintained exclusively to/in any state or federal court located New Jersey. Each of the Parties hereby expressly and irrevocably submits to the jurisdiction of such courts for the purposes of any such action and expressly and irrevocably waives, to the fullest extent permitted by law, any objection which it may have or hereafter may have to the laying of venue of any such action brought in any such court and any claim that any such action has been brought in an inconvenient forum. If any provision of this Agreement is unenforceable, such provision shall not affect the other provisions, but such unenforceable provision shall be deemed modified to the extent necessary to render it enforceable, preserving to the fullest extent permissible the intent of the Parties set forth herein.

By signing below, I acknowledge, understand, and agree to all terms within this Agreement.

Jennie Pu, director

Hoboken Public Library

Date: _____

Date: _____

Chris Rosica, president

Rosica Communications
2-14 Fair Lawn Ave.
Fair Lawn, NJ 07410

APPENDIX A: SCOPE OF WORK

May 1, 2025 – April 30, 2026

News Bureau & Strategic PR Counsel, which includes:

- Providing 22.5 hours of PR counsel, media relations, strategy, and account management services monthly (*on average*)
- Conducting bi-weekly client calls to ensure continued results and provide quality client service
- Ongoing discussions and prioritizing of key topics to pitch to media, including pending legislation, new programs, timely issues, media priorities, general story ideas, and thought leadership opportunities
- Updating media lists, ongoing
- Editing client-written news releases (if needed)
- Continuously updating our PR Tracker (documenting and keeping current our PR Program calendar and results)
- Strategizing, writing, and disseminating 1-2 media pitches per month to a variety of targeted outlets (local, regional, and national)
- Monitoring media to track trends/stories that Agency can leverage on behalf of Client
- Preparing Client in advance of media interviews

###

C. 271 POLITICAL CONTRIBUTION DISCLOSURE FORM


Required Pursuant To N.J.S.A. 19:44A-20.26

This form or its permitted facsimile must be submitted to the local unit
no later than 10 days prior to the award of the contract.

Part I - Vendor Information

Vendor Name:	Rosica, Mulhern & Associates Inc. / DBA Rosica Communications		
Address:	2-14 Fair Lawn Ave		
City:	Fair Lawn	State:	NJ
		Zip:	07410

The undersigned being authorized to certify, hereby certifies that the submission provided herein represents compliance with the provisions of N.J.S.A. 19:44A-20.26 and as represented by the Instructions accompanying this form.

	Christopher Rosica	President + CEO
Signature	Printed Name	Title

Part II - Contribution Disclosure

Disclosure requirement: Pursuant to N.J.S.A. 19:44A-20.26 this disclosure must include all reportable political contributions (more than \$300 per election cycle) over the 12 months prior to submission to the committees of the government entities listed on the form provided by the local unit.

☐ Check here if disclosure is provided in electronic form.

Contributor Name	Recipient Name	Date	Dollar Amount
N/A			\$ 00

☐ Check here if the information is continued on subsequent page(s)

List of Agencies with Elected Officials Required for Political Contribution Disclosure

N.J.S.A. 19:44A-20.26

County Name:

State: Governor, and Legislative Leadership Committees

Legislative District #s:

State Senator and two members of the General Assembly per district.

N/A

County:

Freeholders

{County Executive}

County Clerk

Surrogate

Sheriff

Municipalities (Mayor and members of governing body, regardless of title):

**USERS SHOULD CREATE THEIR OWN FORM, OR DOWNLOAD
FROM WWW.NJ.GOV/DCA/LGS/P2P A COUNTY-BASED,
CUSTOMIZABLE FORM.**

STOCKHOLDER DISCLOSURE CERTIFICATION

Name of Business:

☒ I certify that the list below contains the names and home addresses of all stockholders holding 10% or more of the issued and outstanding stock of the undersigned.

OR

☐ I certify that no one stockholder owns 10% or more of the issued and outstanding stock of the undersigned.

Check the box that represents the type of business organization:

☐ Partnership

☐ Corporation

☐ Sole Proprietorship

☐ Limited Partnership

☐ Limited Liability Corporation

☐ Limited Liability Partnership

☒ Subchapter S Corporation

Sign and notarize the form below, and, if necessary, complete the stockholder list below.

Stockholders:

Name: Christopher Rosica (printed name)	Name: [Signature] (Signature)
Home Address: 15 Drawbridge Ln Grand Isle, VT 05458	Home Address:
Name:	Name:
Home Address:	Home Address:
Name:	Name:
Home Address:	Home Address:

Subscribed and sworn before me this 24 day of March, 2025

(Notary Public) Lic# 157.0016642

My Commission expires: 1/31/2027

[Signature]
(Affiant)

Terri Guite Asst Treasurer
(Print name & title of affiant)

(Corporate Seal)



2-14 Fair Lawn Avenue
Fair Lawn, NJ 07410
(201) 843-5600, ext. 202
PR@rosica.com

Hoboken Public Library PR & Communications Impact Report

March 21, 2025

Executive Summary

In mid-January 2024, Hoboken Public Library (HPL) engaged Rosica Communications to be its public relations partner. Prior to this, HPL's earned (nonpaid) media coverage was limited and consisted mainly of small, hyper-local media outlets such as Hoboken Girl, TapInto, and Mommy Poppins, a local parenting blog.

In sharp contrast, over the past 14 months, the PR program Rosica strategized and executed grew HPL's share of voice, awareness, and thought leadership recognition by more than 1,000%. In this time, we generated 82 placements with an audience reach of more than 168,500,000. These third-party media endorsements are highly credible and influential, reaching a breadth of the Library's audiences. *In fact, we just won a (national) prestigious Mercury Award for the work we've performed for HPL (certificate is attached).*

This earned media coverage has been repurposed to influence stakeholders via email campaigns, social media posts, website content, and search engine optimization (i.e., we build powerful links from the media stories we secure, which elevates your website's visibility online). Rosica generates a steady flow of local, regional, and national media stories to advance HPL's mission, raise awareness of its broad range of services and programs, support advocacy initiatives, *and position the Library as a thought leader among libraries nationally.*

The local and national coverage we've secured include:

- All NYC television, which NJ viewers watch more than stations in the Garden State (CBS, ABC, NBC, and FOX)
- News 12 New Jersey
- *Newsweek*
- NJ.com
- NPR - Morning Edition



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- *USA Today*
- MSN
- NorthJersey.com
- Yahoo! News

Messaging To Articulate Hoboken Public Library's Story

To shape and control the narrative, we've worked with HPL to develop key messages that underscore its differentiators and unique value propositions and provided strategies to ensure messaging is effectively communicated. These communication points are woven into all our PR results, positioning the institution and delivering key calls to action to stakeholders.

Rosica ensured HPL was perceived not just as a place for books, but a vibrant community center. We spotlighted its role in the Right to Read and other critical issues, helping to earn prestigious awards for the institution. Our publicity covered such topics as: programming for the entire community, op-eds by students and staff, noteworthy awards, the Right to Read, the MakerSpace, social programming, and more.

Reaching Key Stakeholders

The value of a media story is not just who it reaches at the time but, more importantly, its impact once it is repurposed through other marketing channels. We ensured that the vast majority of our stories had links back to the Library's website (to bolster SEO and website traffic) and provided ongoing counsel to the Library for leveraging earned media coverage for government, community, and employee relations.

Supporting Marketing Activities Moving Forward

We are adept at working with our clients' internal marketing professionals and know that this can exponentially expand the Library's perception, partnerships, funding, fundraising, and community recognition initiatives.



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Here are some examples of how this can work in 2025 and beyond:

- When an internal marketing professional at HPL drafts a news release, Rosica will edit them (with SEO in mind), distribute these to the media (before posting them on the Library's website or an online wire service), pitch media, coach your spokespeople, schedule interviews/secure coverage, monitor media, and post to a paid online news release wire service (e.g., PR Web, which the Library would have to pay \$350 per release to utilize), other PR-specific duties that integrate with marketing duties.
- Provide secured placements to marketing and provide counsel on how to repurpose them for thought leadership, SEO, social media marketing, stakeholder communications, fundraising, partnership development, and other marketing activities.
- Through Rosica's strong media contacts, identify opportunities for interviews with Library staff and additional spokespeople (to promote your marketing department's priorities, projects, and initiatives).
- Review all marketing materials and provide ongoing strategic counsel in regard to PR, digital marketing, social media strategy, stakeholder communications, fundraising, collateral materials, content marketing, and other priorities your new marketing person will include in their integrated marketing/PR/communications plan.

Please review the attached report, "*Hoboken Public Library PR Results Report*," for the complete listing of results to date, which demonstrates the ROI HPL received. If the Library were to have purchased advertising to obtain the media impressions Rosica secured, the cost would have been *more than* 10 times our PR fees.

We sincerely hope to continue the partnership and achieve the Board's goals and objectives, promoting and protecting HPL's reputation and thought leadership status.

Thank you for the continued partnership opportunity.

Chris & The Rosica team



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Hoboken Public Library PR Results Report

January 15, 2024 – March 21, 2025

TOTAL IMPRESSIONS TO DATE: 168,506,245

(82 regional, local, and national earned media stories, listed in reverse chronological order)

Media Coverage (Nonpaid Placements) Rosica Has Secured:

On New Jersey

3/19/25

Local

NJ Maker's Day – HPL's MakerSpace

<https://www.youtube.com/live/slq9kKXhT9w>

Impressions: 9,210

Daily Mail

3/4/25

National

Impact of AI in libraries

<https://www.dailymail.co.uk/news/article-14391181/ai-books-libraries-authors-artificial-intelligence.html>

Impressions: 66,441

NJ Family

2/26/25

Local

Adult classes at HPL

<https://www.njfamily.com/events/free-adult-classes-at-hoboken-public-library/>

Impressions: 10,120



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Jersey City Times

2/26/25

Local

AIA Awards feature

<https://jcitytimes.com/ground-breaking-candidate-for-assembly-oversees-award-winning-renovation-of-hoboken-library/>

Impressions: 1,499

Patch Hoboken

2/25/25

Local

Adult classes at HPL

<https://patch.com/new-jersey/hoboken/calendar/event/20250226/782f2c11-e772-4a87-84bc-d13cd273ad81/adult-classes-at-hoboken-public-library>

Impressions: 5,800

Ethnic Media Services

2/14/25

Trade

“She Persisted and so Must We” -- book on Kamala Harris

<https://ethnicmediaservices.org/oped/kamala-harris-persisted-and-so-must-we/>

Impressions: 7,032

Reader's Digest

1/29/25

National

Best Agatha Christie Books

<https://www.rd.com/list/best-agatha-christie-books/>

Impressions: 778,808



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New Jersey Stage

1/28/25

Local

AIA Awards

<https://www.newjerseystage.com/articles2/2025/01/28/hoboken-public-library-recognized-with-prestigious-aia-nj-awards/>

Impressions: 2,265

Hudson County View

1/23/25

Local

AIA Awards

https://hudsoncountyview.com/hoboken-public-library-gets-2-awards-from-american-institute-of-architects-nj/#google_vignette

Impressions: 2,404

NJ TV

12/24/24

Local

'Library of Things' Segment Replay

<https://www.njspotlightnews.org/video/nj-spotlight-news-christmas-special-december-25-2024/>

Viewers: 103,076 + Online Impressions: 80,151

Hoboken Girl

12/19/24

Local

Girl Scout Native Gardening Workshop

<https://www.hobokengirl.com/hoboken-jersey-city-events-december-20-2024/>

Impressions: 16,333



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Issues & Ideas with Chris de Bello

12/13/24

National

Book gift ideas

<http://www.issuesandidearadio.com/podcasts/jenniepu3.mp3>

Impressions: 29,352

Yahoo! News

12/12/24

National

NJ legislation on Freedom to Read Act – ABC syndication

https://www.yahoo.com/news/hoboken-public-library-paving-way-230708391.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAAG2YQ57_8g1lpqnInbe1ahW06ZD18IHOMUOEArH_RAMT4Zow8HNjsMiWiHRxVGxDmMXRzitWxcYnqS92pK5Q36lVxJSjnfCQ-I_Pdvp2XLd8knirNZ5QaV16DWP1jzGIBu-bzcTe-ChFYF20VaDP6xGZzLYxkppogm6B_Hhw1iz7

Impressions: 12,666,667

MSN

12/12/24

National

NJ legislation on Freedom to Read Act – ABC syndication

<https://www.msn.com/en-us/lifestyle/lifestyle-buzz/hoboken-public-library-paving-way-for-book-sanctuary-movement-spreading-across-new-jersey/ar-AA1vHouO>

Impressions: 27,826,523

ABC TV NY

12/11/24

Local

NJ legislation on Freedom to Read Act



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<https://abc7ny.com/post/hoboken-public-library-paving-book-sanctuary-movement-nj/15642913/>

Viewers: 880,873 + Digital Impressions: 299,568

Newsweek

11/14/24

National

Freedom to Read

<https://www.newsweek.com/texas-book-banning-candidates-1985683>

Impressions: 3,093,337

On New Jersey

11/28/24

Local

Book gift guides/holidays

<https://www.onnj.com/videos/books-recommendations-for-the-holidays/>

Impressions: 9,210

NorthJersey.com

11/14/24

Local

Student op-ed on book sanctuary

<https://www.northjersey.com/story/opinion/2024/11/14/opinion-hoboken-public-library-sanctuary/76225896007/>

Impressions: 195,691

Yahoo! News

11/14/24

National

Student op-ed on book sanctuary syndication

<https://www.yahoo.com/lifestyle/opinion-why-hoboken-jersey-communities-092735139.html>

Impressions: 12,666,667



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MSN

11/14/24

National

Book Ban (article syndicated from Newsweek)

<https://www.msn.com/en-gb/news/us/school-book-bans-texas-reject-pro-censorship-hopefuls/ar-AA1u5g59>

Impressions: 27,826,523

PaltroCast with Darren Paltrowitz

10/21/24

National

Importance of reading/Jennie Pu feature

<https://paltrocast.com/f/paltrobooks-qa-hoboken-public-library-director-jennie-pu>

Impressions: 10,100

Medium

10/21/24

National

Importance of reading/Jennie Pu feature (article syndicated from PaltroCast with Darren Paltrowitz)

<https://medium.com/@darren.paltrowitz/paltrobooks-q-a-hoboken-public-library-director-jennie-pu-on-book-sanctuaries-more-b9b16eb9e026>

Impressions: 8,353,333

Newsbreak

10/21/24

National

Importance of reading/Jennie Pu feature (article syndicated from PaltroCast with Darren Paltrowitz)

<https://www.newsbreak.com/paltrocast-with-darren-paltrowitz-1760924/3640988783846-paltrobooks-q-a-hoboken-public-library-director-jennie-pu-on-book-sanctuaries-more>

Impressions: 1,566,921



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USA Today

9/27/24

National

Book Sanctuary

<https://www.usatoday.com/story/entertainment/books/2024/09/27/book-bans-book-sanctuary/75400509007/>

Impressions: 13,880,000

Marco News

9/27/24

National

Book Sanctuary – USA Today syndication

<https://www.marconews.com/story/entertainment/books/2024/09/27/book-bans-book-sanctuary/75400509007/>

Impressions: 2,855

NPR Morning Edition

9/24/24

National

Freedom to Read

<https://www.npr.org/2024/09/24/nx-s1-5123542/banned-books-week-effort-to-document-and-highlight-support-of-the-freedom-to-read>

Listeners: 14,600,090 + Online Impressions: 6,360,000

USA Today

9/24/24

National

Banned Books Week

<https://www.usatoday.com/story/entertainment/books/2024/09/24/banned-books-week-explained/75349286007/>

Impressions: 13,880,000



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Litro Magazine

9/16/24

National

Freedom to Read

<https://www.litromagazine.com/usa/2024/09/the-current-state-of-book-banning-in-america/>

Impressions: 110,070

Philadelphia Inquirer

8/12/24

Local

Book Sanctuary

<https://12ft.io/proxy> / <https://www.inquirer.com/education/moorestown-public-library-sanctuary-banned-books-20240812.html>

Impressions: 530,475

NJ Spotlight News

8/9/24

Local

Social Workers at Libraries

<https://www.njspotlightnews.org/2024/08/hoboken-public-library-social-worker-more-services/>

Impressions: 12,133

Insider NJ

6/14/24

Local

Freedom to Read

<https://www.insidernj.com/press-release/freedom-to-read-champion-and-hoboken-library-director-jennie-pu-named-2024-librarian-of-the-year/>

Impressions: 10,522



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Hoboken Girl

6/16/24

Local

NJLA Librarian of the Year

<https://www.hobokengirl.com/hoboken-jersey-city-news-june-16-2024/>

Impressions: 16,333

CBS TV NY

6/2/24

Local

LJ Movers & Shakers

<https://www.cbsnews.com/newyork/video/hoboken-n-j-becomes-a-book-sanctuary-city-essentially-banning-book-bans/>

Viewers: 842,524 + Digital Impressions: 2,534,210

Jersey City Times

5/27/24

Local

LJ Movers & Shakers

https://jcitytimes.com/jersey-city-woman-fights-book-bans-and-threats-at-hoboken-library/?mc_cid=7de4f6b6c5&mc_eid=942ad5b451

Impressions: 1,499

NJ.com

5/23/24

Local

LJ Movers & Shakers

<https://www.nj.com/hudson/2024/05/saint-joseph-screened-at-film-festival-hoboken-student-ties-in-song-competition-journal-entries.html>

Impressions: 1,088,067



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NJ Biz

5/20/24

Local

LJ Movers & Shakers

<https://njbiz.com/pic-page-may-20-2024/>

Impressions: 17,496

ROI NJ

5/17/24

Local

LJ Movers & Shakers

<https://www.roy-nj.com/2024/05/17/education/a-salute-to-books-and-those-making-them-more-accessible-2/>

Print Impressions: 42,989 + Digital Impressions: 166,599

TapInto Hoboken

5/17/24

Local

Offsite book locker

<https://www.tapinto.net/towns/hoboken/sections/arts-and-entertainment/articles/uptown-hoboken-public-library-locker-unveiled-outside-historical-museum>

Impressions: 1,499

WMBC TV

5/15/24

Local

Offsite book locker

[Hoboken Library \(wmbctv.com\)](https://www.wmbctv.com/hoboken-library)

Impressions: 51,292



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TapInto Hoboken

5/10/24

Local

LJ Movers & Shakers

[Hoboken Public Library Director Honored Nationally for Supporting Freedom to Read | Hoboken, NJ News TAPinto](#)

Impressions: 1,499

The Block Radio (WXBK)

5/5/24

Local

Freedom to Read

https://soundcloud.com/patricia-robinson-30289199/jennifer-pu-director-hoboken-public-library?si=7b0fa568dfd14299b41bd6d7584a5e39&utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing

Listeners: 25,828

AARP

4/24/24

National

How to start a book club

[How to Start a Book Club \(aarp.org\)](https://aarp.org)

Impressions: 2,077,522

New Jersey Stage

4/15/24

Local

ALA Grant

<https://www.newjerseystage.com/articles/getarticle2.php?titlelink=american-library-association-awarded-5th-libraries-transform-communities-engagement-grant-to-the-hoboken-public-library042024>

Impressions: 2,265



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Hoboken Girl

4/13/24

Local

BookBike

[31 News Stories You Missed This Week in Hoboken + Jersey City - Hoboken Girl](#)

Impressions: 16,333

TapInto Hoboken

4/13/24

Local

BookBike

[Hoboken Public Library's BookBike to Return Next Thursday | Hoboken, NJ News TAPinto](#)

Impressions: 1,499

ABC News

4/8/24

National

Right to Read Day/ALA List

<https://abcnews.go.com/US/report-lgbtq-content-drove-book-banning-efforts-2023/story?id=108992375>

Impressions: 1,879,460

Yahoo! News

4/8/24

National

Right to Read Day – ABC syndication

<https://www.yahoo.com/news/report-lgbtq-content-drove-book-154300450.html>

Impressions: 12,666,667



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ABC TV Chicago

4/8/24

Local

Right to Read Day – ABC syndication

<https://abc7chicago.com/report-lgbtq-content-drove-book-banning-efforts-in-2023/14635257/>

Impressions: 308,871

ABC TV Fresno

4/8/24

Local

Right to Read Day – ABC syndication

<https://abc30.com/report-lgbtq-content-drove-book-banning-efforts-in-2023/14635257/>

Impressions: 112,309

ABC TV Raleigh-Durham, NC

4/8/24

Local

Right to Read Day – ABC syndication

<https://abc11.com/report-lgbtq-content-drove-book-banning-efforts-in-2023/14635257/>

Impressions: 88,954

ABC TV Houston

4/8/24

Local

Right to Read Day – ABC syndication

<https://abc13.com/report-lgbtq-content-drove-book-banning-efforts-in-2023/14635257/>

Impressions: 259,229



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ABC TV Philadelphia

4/8/24

Local

Right to Read Day – ABC syndication

<https://6abc.com/report-lgbtq-content-drove-book-banning-efforts-in-2023/14635257/>

Impressions: 295,332

ABC TV San Francisco

4/8/24

Local

Right to Read Day – ABC syndication

<https://abc7news.com/report-lgbtq-content-drove-book-banning-efforts-in-2023/14635257/>

Impressions: 168,299

ABC TV Los Angeles

4/8/24

Local

Right to Read Day – ABC syndication

<https://abc7.com/report-lgbtq-content-drove-book-banning-efforts-in-2023/14635257/>

Impressions: 497,846

ABC TV New York

4/8/24

Local

Right to Read Day – ABC syndication

<https://abc7ny.com/report-lgbtq-content-drove-book-banning-efforts-in-2023/14635257/>

Impressions: 299,568



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1010 Wins - NYC

4/8/24

Local

ALA

Listeners: 499,838 + Digital Impressions: 245,707

New Jersey Now

4/7/24

Local

Book Sanctuary

<https://www.my9nj.com/video/1437477>

Viewers: 85,409 + Digital Impressions: 32,263

Yahoo! News

4/7/24

Local

Book Sanctuary – New Jersey Now syndication

<https://www.yahoo.com/news/nj-now-making-hoboken-book-163100685.html?guccounter=1>

Impressions: 12,666,667

NJ.com

4/6/24

Local

Freedom to Read Op-Ed

<https://www.nj.com/opinion/2024/04/affirm-the-right-to-read-in-nj-the-fastest-growing-book-sanctuary-state-in-the-nation-opinion.html>

Impressions: 1,088,067



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Gay League

3/22/24

National

Freedom to Read

<https://gayleague.com/on-libraries-books-and-bans-an-interview-with-library-director-jennie-pu/>

Impressions: 11,735

Attitudes Podcast

3/19/24

Regional

Book Sanctuary

[Attitudes!: Sandra Day O'Connor Statue, Sanctuary Libraries, Bernadette Peters and Kramer's Song on Apple Podcasts](#)

Impressions: 8,902

NBC TV NY

3/18/24

Local

Library of Things

[Stud finder, boom box, pans: This NJ library has a whole lot more than books – NBC New York](#)

Viewers: 765,992 + Digital Impressions: 139,998

Scripps News Tonight

3/14/24

National

Impressions: 93,207



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We the People

3/9/24

Local

Book Sanctuary

[Haters attacked an inclusive public library. So its director made the whole city a book sanctuary. – We The People \(gaysonoma.com\)](https://www.gaysonoma.com/we-the-people/haters-attacked-an-inclusive-public-library-so-its-director-made-the-whole-city-a-book-sanctuary/)

Impressions: 5,617

LGBT Pride Talk

3/6/24

Local

Book Sanctuary

<https://lgbtpridetalk.wordpress.com/2024/03/06/haters-attacked-an-inclusive-public-library-so-its-director-made-the-whole-city-a-book-sanctuary/>

Impressions: 16,906

LGBTQ Nation

3/6/24

National

Book Sanctuary

[Haters attacked an inclusive public library. So its director made the whole city a book sanctuary. - LGBTQ Nation](https://www.lgbtqnation.com/2024/03/06/haters-attacked-an-inclusive-public-library-so-its-director-made-the-whole-city-a-book-sanctuary/)

Impressions: 50,097

Axios

3/1/24

National

Book Sanctuary

<https://www.axios.com/2024/03/01/libraries-book-bans-censorship-intellectual-freedom>

Impressions: 207,882



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CBS TV NY

3/1/24

Local

Library of Things

<https://www.audacy.com/stations/wcbs880/shows/newsline-with-brigitte-quinn-d24d5/episodes/26c96fa46e0d>

Viewers: 842,524 + Digital Impressions: 2,534,210

Trentonian

3/1/24

Local

Library of Things

<https://www.trentonian.com/2024/03/01/libraries-can-be-so-much-more-than-books-jeff-edelstein-column/>

Readers: 23,100 + Digital Impressions: 6,602

1010 Wins Rutgers/Eagleton

2/28/24

Local

Listeners: 499,838

NJ TV

2/27/24

Local

Library of Things

[Some NJ libraries now offer a 'library of things.' You can even check out tools | Video | NJ Spotlight News](#)

Viewers: 103,076 + Online Impressions: 80,151

TapInto Hoboken

2/26/24

Local



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Library of Things

[New Library of Things in Hoboken Lets Members Take Out So Much More than Books | Hoboken, NJ News TAPinto](#)

Impressions: 1,499

News 12 NJ

2/27/24

Local

Library of Things

['Freedom to Read Act' aims to protect New Jersey public school librarians \(news12.com\)](#)

Viewers: 169,901 + Digital Impressions: 47,616

Hoboken Girl

2/25/24

Local

Library of Things

[Hoboken Public Library Debuts Library of Things - Hoboken Girl](#)

Impressions: 16,333

Newsbreak

2/24/24

National

Library of Things – News 12 NJ Story Pickup

['We're meeting a need of the community.' Hoboken library rents out household items to the community \(newsbreak.com\)](#)

Impressions: 3,340,668

News 12 - Bronx

2/23/24

Local

Library of Things – News 12 NJ Story Pickup



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[‘We’re meeting a need of the community.’ Hoboken library rents out household items to the community \(news12.com\)](#)

Impressions: 76,600

News 12 NJ

2/23/24

Local

Library of Things

[‘We’re meeting a need of the community.’ Hoboken library rents out household items to the community \(news12.com\)](#)

Viewers: 169,901 + Digital Impressions: 47,616

ABC TV Philadelphia

2/22/24

Local

Library of Things

[Hoboken Public Library in New Jersey now allows cardholders to check out every day items in addition to books - 6abc Philadelphia](#)

Impressions: 295,332

ABC TV NY

2/21/24

Local

Library of Things

[Hoboken Public Library now allows cardholders to check out every day items in addition to books - ABC7 New York \(abc7ny.com\)](#)

Viewers: 880,873 + Digital Impressions: 299,568

iHeart Radio - Get Connected with Nina Del Rio

1/24/24

Local

General HPL

<https://www.iheart.com/podcast/438-get-connected-28206073/>

Listeners: 328,014 + Digital Impressions: 83,228



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Issues & Ideas with Chris de Bello

1/26/24

Local

General HPL

issuesandideasradio.com/podcasts/jenniepu.mp3

Impressions: 29,352

ABC TV NY

1/17/24

Local

General HPL

[Extra Time: Trump's antics in court; Hoboken inspires nationwide book movement - ABC7 New York \(abc7ny.com\)](https://abc7ny.com/extra-time-trump-antics-court-hoboken-inspires-nationwide-book-movement/)

Viewers: 880,873 + Digital Impressions: 299,568



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Hoboken Public Library

Hoboken Public Library Director upholds
the right to read in New Jersey

Campaigns: Publicity

Director Goals FY2025

Continue to facilitate contract negotiations with the bargaining unit towards a signed contract.

FY25 Activities from Strategic Plan

GOAL 1: PARTNERSHIPS AND COMMUNITY RELATIONSHIPS- Enhance partnerships to position HPL as the community hub for all Hoboken residents.

- **Objective 1-** Schools - Strengthen policy and programmatic relationships with Hoboken public and private schools and other education-based organizations.
 - Drive awareness and usage of the Grand Street branch for school outreach. Establish baseline numbers, including ones for attendance, programs and school partners.
 - Increase Teen Advisory Board collaborations with community groups with a goal of adding a minimum of two new partners.
- **Objective 2-** Hoboken Housing Authority - Improve overall library services and programs to residents living in HHA with particular emphasis on service to youth.
 - In partnership with Community Lifestyles, establish youth programming outside the Learning Center and The Center (new youth center at 301 Jackson).
 - Establish social work services through The Learning Center or in site visits to the HHA during senior events.
- **Objective 3:** Friends & Foundation- Support capacity-building and effectiveness efforts of the HPL Friends & Foundation for fundraising, advocacy, and library promotion.
 - Attend 10 F&F monthly meetings throughout the calendar year.
 - Support “friendraising” opportunities to engage additional Hoboken communities across different and underserved demographics.
 - Continue advocacy education through consortia, state and national offerings.
- **Objective 4:** Business Community- Strengthen library outreach to the Hoboken-based business community to explore the creation of activities/partnerships to support their information needs.
 - Support workforce development and career services through resume assistance and interview preparation to complement the city’s job fair.
 - Invest in and promote new research tools such as Statista to the business community.
 - Continue service representing the Library on the Hoboken Business Alliance Advisory Board.
- **Objective 5:** Local Nonprofits
 - Continue working with local nonprofits and community agencies to provide programming and support.
 - Complete CCDI Grant and continue partnership with the Puerto Rican Cultural Committee on Puerto Ricans in Hoboken and America website.
 - In collaboration with the Hoboken Historical Museum plan programming for the 250th anniversary of the American Revolution.

GOAL 2: LIBRARY SERVICE FOR THE HOBOKEN COMMUNITY- Improve efficiencies in the delivery of library services and establish sustainable and impactful programs, services, and collections tailored to meet community needs.

Objective 4: Services – Re-imagine how the library serves Hoboken residents.

- Fully launch library-specific app through Communico.
- Commence new website design and migration process.
- Implement new Makerspace policy.

GOAL 3: CAPITAL IMPROVEMENTS/ FACILITIES - Create safe, accessible, and inviting library spaces for all.

- **Objective 1:** Improve building use and advance capital improvements.
 - Begin phase 2 of the main building renovation.
 - Implement new safety and security measures: Quipu's PIT cloud technology, panic buttons at service points, and de-escalation training.

GOAL 4: ORGANIZATIONAL CAPACITY- Build a highly effective, mission-driven organizational culture that works together to transform HPL into a successful, impactful, and user-centered urban library.

- **Objective 1:** Create a culture of assessment, service improvement, and operational decision-making.
 - Continue to hold monthly all-staff meetings, leadership team meetings, an annual staff-development day, and informal feedback sessions (e. g., Java with Jennie, the suggestion box, etc).
 - Implement an annual staff engagement survey to assess morale and identify areas for improvement. Use survey data to inform policy adjustments and track progress over time.
 - Develop and implement a training program for all staff that focuses on three key areas: customer service excellence, cultural competency, and assessment skills. Deliver a minimum of 3 organization-wide training sessions (one per focus area) by Q4.
 - Create a staff recognition program to highlight staff contributions and successes.
 - Establish a career and internal promotional pathway for the most common job title.
 - Continue to offer regular feedback sessions and staff forums to ensure open dialogue.

GOAL 5: LOCAL GOVERNMENT RELATIONS- Strengthen the library's connections to the strategic priorities of the City of Hoboken.

- **Objective 1:** Promote the library's value as a partner on issues impacting city residents by gaining a "seat at the municipal table" on policies, initiatives, and projects that improve the quality of life for Hoboken residents.
 - Regularly engage elected officials to promote civic engagement, the library's value in the community, and to raise the library's profile.
 - Expand HPL's national thought leadership via leadership roles in state and national library groups and conferences.

Hoboken Public Library

Employee Political Speech and Activity Policy

Policy Statement

Employees have exactly the same right as any other citizen to free speech, to join political organizations, and to participate in political activities in their private lives. However, the Library as an institution is and must remain politically neutral and non-partisan, therefore, it has the right to and must restrict those rights for employees while they are working.

Policy Guidelines

- While performing their job duties at and/or for the Library, each employee is a representative of the Library to the public and must refrain from participating in political discussions, expressing personal political opinions, engaging in political activities while performing their job duties at and/or for the Library, and using the Library's time, supplies, equipment, or other personnel in any political activity.
 - Political activities include, but are not limited to: advocating the election or appointment of any candidate for office, verbally or otherwise; distributing literature or stickers; distributing or wearing buttons, apparel, or accessories supporting a political candidate or cause, soliciting or accepting funds for political candidates, campaigns, or campaign materials, and soliciting participation in political campaigns.
- Employees may not express personal political views in a way that implies endorsement by the Hoboken Public Library, the Library Board of Trustees, or by the City of Hoboken.
- As a courtesy to other staff members and to avoid disharmony among staff, employees are also expected to avoid expressing their personal political opinions during working hours and while representing the Library both in the Library and the community.
- Nothing in this policy shall be construed as restricting employees right to express their political and other opinions, or to engage in lawful political activity, including seeking political office, provided all related political activities are conducted outside of the Library during non-working hours, and when not otherwise being paid or working on behalf of the Library.
- Nothing in this policy shall limit employees' right to speak openly with patrons and visitors to the Library with regard to political subjects initiated by patrons and visitors, in order to assist and provide service to such persons, provided employees maintain a neutral position and not express any personal opinion on political topics or candidates.

- A limited exception to these requirements may exist with regard to certain political topics that are specifically related to public libraries, such as supporting patrons' personal rights, free speech, and freedom of choice in what they read, learn, and absorb while in the Library and while using Library resources.
- Violations of this policy may result in disciplinary action up to and including termination of employment.

Adopted by the Hoboken Public Library Board of Trustees on April 22, 2025