

**BAYPORT PUBLIC LIBRARY BOARD MINUTES:** March 27, 2018

**PRESENT:** Sara Wagner, Mary Ostertag, Jill Smith (Library Director), Pam Johnson, Erin Crowder, Linda Walters

**ABSENT:** Connie Carlson (Council Rep)

**GUESTS:** None

**CALL TO ORDER:** Meeting was called to order by Sara W. at 6:03 PM.

**PETITIONS TO CHAIR/VISITORS:** None

**ADOPTION/AMENDMENT TO THE AGENDA:** Motion to accept the agenda by Sara W., 2nd by Pam J. Motion carried.

**APPROVAL OF BILLS & RECEIPTS:**

**Bills**

- **220 Operating supplies/library:** The amount for Innovative should be \$134.17 instead of \$13,417.00
- **302 Contract Services:** Natasha Thorager Wulk subbed for Storytime (\$75.00).
- **321 Communications/phone, cable:** Two Comcast bills because came after our meeting.
- **420 Repair/maintenance/supplies-building:** JH Larson (Light bulbs) should be \$71.26 instead of \$65.70; the freight cost was left off.

Motion to approve bills for payment, with corrections, by Sara W. Second by Mary O. Motion carried.

**Receipts**

- **36220 Rental Income:** \$210 outstanding and \$950 in future bookings.

Motion to deposit receipts into the City of Bayport Library Fund by Sara W. Second by Erin C. Motion carried.

**APPROVAL OF MINUTES:** Motion to approve February minutes by Sara W. Second by Erin C. Motion carried.

**PRESIDENT'S REPORT:**

- Bi-weekly column in the Gazette; maybe weekly in the summer.
- Are there ways to make the library more welcoming? More visible?
  - A sculpture-possibly a student in a high school class?
  - A sign?
  - Trim the trees? Have an arborist check the health of them?
- Sara will put take these questions/thoughts to the facility committee; Erin will call Sava-tree.

## **FOUNDATION FOR BPL REPORT:**

- Hasn't met.
- Jill has lots of goodies from the conference; we meet before the next Foundation Board meeting, so Jill will share them then.

## **DIRECTOR'S REPORT:**

- As submitted (see attached) Additional note: Attendance for the movie Coco was about 25 kids and half dozen adults.
- Jill also gave us a Summary of Sessions, PLA Conference, March 21-24, 2018. (See attached.) Some sessions she highlighted:
  - Strategic Planning for Culture Change and a Dynamic Future
  - Operationalizing Your Strategic Plan
  - No Strings Attached: Preparing for the Good, the Bad and the Ugly of Private Funding

## **STRATEGIC PLAN:**

### **Strategic Plan Forum Update**

- The input was good, but we need more! Jill would love to have non-library users talk to her—no judgment!
- Jill will bring something more final next month.
- Possible ideas from our discussion:
  - Amazing Race: Bayport Edition-Derby Days?
  - Story walk?
  - City newsletter-include one library-related question with a slip to cut off and fill in or email?

## **COMMITTEE REPORTS:**

- We need to have a facilities committee meeting.
- We need to have an IT meeting.
- Amy Z. agreed to be on the PR committee.

**COUNCIL REP REPORT:** Council rep absent.

## **BUSINESS:**

### **OLD**

- **Meeting Room Policy:** Sara W. made a motion to accept the policy as discussed at the February meeting. Second by Erin C. Motion carried.
  - In discussion about parking, this question came up-why is there one 1-hour parking spot? Jill will ask police.

### **NEW**

- **Annual Report:** Will be submitted to the state.
- **Display Case Policy:** Liability piece will be looked at and added. We will approve next month.

**ADJOURN:** There being no other business, Sara W. made a motion to adjourn at 7:13. Second by Pam J. Motion carried. Meeting adjourned.

**Next meeting: April 17 @ 6:00 PM.**

### **Director's Report for March 2018**

#### **Information Technology**

I am once again meeting with Washington County IT staff tomorrow morning to get an update on our computers. I am hopeful I will have a contract to bring to our next meeting. We have already had additional cabling installed to boost the wireless access on the south side of the building.

#### **Annual Report**

I have mostly completed the annual report for the state and should have the last numbers I need by the Board meeting. I have attached a draft of where it is at so far. Mostly, everything stayed steady, which is good news in today's environment. We did have a large increase in programs and program attendance, especially for children, and an increase in children's circulation. Visits to the library rose slightly, but reference questions were down.

#### **Programming**

We had another painting class with 17 painters in March. I am looking to continue the classes into the summer. We had 28 people attend the Amazing Sharks program.

For the Big Read in the St. Croix Valley, we are co-hosting a bowling night and book discussion at Woody's on Sunday, April 15 from 5:00 pm – 7:00 pm. More details will be out soon.

We are having a special Princess storytime on Saturday, May 5 with an appearance by characters in costume from Occasions with Character.

We will be using the theme "Reading Takes You Everywhere" for summer reading this year and using small prizes from the iRead summer reading collaborative. We will still be giving away Twins tickets and State Fair tickets. For the book prize this year, I will have a list of titles they can choose from, and then we will order the book they want, rather than having a random assortment of older titles.

#### **Website/Facebook**

Website stayed steady at about 19 users a day visiting the site. Most users are coming from an internet search or the city of Bayport website. After almost two years of use, I will be working to reconfigure and simplify some of our pages this spring with the assistance of the intern.

Facebook Summary: We have 320 likes (up 6 since last month); over the past 28 days, we have reached 251 people, down 35% from last month, with 61 post engagements, down 33% from last month. I have had the intern work on a schedule for more book

related content and themes that we can post throughout the spring, in addition to our usual events.

### **Summary of Sessions, PLA Conference, March 21-24, 2018**

Although the arrival of a nor'easter cancelled many sessions and author appearances, the PLA Conference was a great way to connect with other librarians across the country and learn more about new ideas I can use to better manage the Bayport Public Library. Thank you and the Foundation for the opportunity to attend this event.

#### **Keynote Speakers**

We were fortunate to hear from several great keynote speakers: Sally Yates, Elizabeth Gilbert, Steve Pemberton, and Timothy Wu.

The theme of all of the speeches was how important libraries are to a civil society and that you never know how much you have actually helped! I was impressed with Sally Yates - she kept her talk so. Incredibly politically neutral and talked instead about issues of justice - and about how we know what is the right thing to do as human beings. Timothy Wu had a great talk about net neutrality and the power media providers use to influence the public - and how important it is that libraries remain neutral places where human interaction can occur.

#### **Library Road Trips: Cultivating Relationships with Libraries Abroad**

The session I planned to attend was cancelled, so I ended up here, thinking it would be about developing relationships with sister cities abroad - instead, it was about a librarian who was able to tour Scotland and England with funds from a private donor, and some of the lessons she learned from libraries abroad. As I love to travel (and visit libraries wherever I go), this was a very interesting program!

**Daniel Pink** - The adult author luncheon included a very entertaining and thought-provoking talk from author Daniel Pink. His new book *When* is about how our biological clocks influence our performance throughout the day.

#### **Using Human Centered Design to Empower Library Staff to Identify, Test, and Implement Service Improvements**

This session was my biggest disappointment. It was a fairly basic introduction to design theory and used exercises that were not very effective for such a large group. I wish I had chosen a different session!

#### **Strategic Planning for Culture Change and a Dynamic Future**

I found this session very useful as I am working on our strategic plan. The library directors in Auburn, Alabama and Plano, Texas talked about their most recent strategic plan processes and what they may do differently next time. The Plano Library really focused on staff - since they have a staff of 179 across 5 libraries! While I appreciated her enthusiasm, I don't think I learned as much from her portion. The Auburn Library has 22 employees, and a single library, and I found this presentation much more applicable to our

situation. Their plan fits on one page and is really focused on key roles and results. My key takeaway from this session: People always come first at the Auburn Library.

### **AAP Mystery Authors Revealed**

I did take one session to hear from authors, in this case, new mysteries that are coming out later this year. It is always a treat to hear from authors about the creation of their books!

**Jacqueline Woodson** - I was a total fangirl for this luncheon with the National Ambassador for Young People's Literature! I was thrilled to get a book signed at the end!

### **Operationalizing Your Strategic Plan**

I really enjoyed this session about strategic planning as well. The presenter is sharing a template for their annual work plan - you may be seeing it at next month's meeting! I really liked her easy to follow steps for making strategic goals actionable.

### **No Strings Attached: Preparing for the Good, the Bad and the Ugly of Private Funding**

While this focused on finding new corporate donors, the base information also applies to us as we work with our private donations that help sustain our services. There are some policies about donations that I think we should consider adding - for donor privacy and staff confidentiality. We may also want to put a naming policy in place. I think our current donation policy that we just approved is a good first step.

### **Sharing the Wealth: A 50/50 Renovation Project using Taxpayer Dollars and Private Fundraising**

This was my favorite presentation! It was about a basement - make that lower level - renovation at a library in New Hampshire. They did a lot of private fundraising starting from scratch. I think it gave me some things to consider and plan for as we look to remodeling our first floor space.

### **How One Small Library Strives to Be the Community's University**

I loved this program, too! This was a medium sized library in Pennsylvania that has taken on the role of offering many classes for patrons of all ages after their adult education program in the city reduced classes drastically. I love how involved the community is with the library, and while I don't think we could do everything they have done (partially because our population is a lot smaller!), I think I can learn from how they prioritized programming and welcomed their community.