

BAYPORT PUBLIC LIBRARY BOARD MINUTES: May 16, 2017

PRESENT: Sara Wagner, Mary Ostertag, Jill Smith (Library Director), Pam Johnson, Erin Crowder, Linda Walters, Connie Carlson (Council Rep)

ABSENT: None

GUESTS: None

CALL TO ORDER: Meeting called to order by Sara W. at 6:05 PM

PETITIONS TO CHAIR/VISITORS: None

ADOPTION/AMENDMENT TO THE AGENDA: Motion to adopt agenda by Sara W., 2nd by Erin C. Motion carried.

APPROVAL OF BILLS & RECEIPTS:

Bills:

- The DTS (new copier) bill for \$157.90, which was for a little more than a month; it will be about \$130/mo.
- The Mercury Electric (was Linner Electric) bill for \$653.70 was for ballast repairs.
- The Commercial Steam Team bill for \$472.50 was for high traffic areas of the carpet.

Motion to approve bills for payment by Sara W., second by Pam J. Motion carried.

Receipts

- **36220 Rental Income:** Several bookings coming up during the summer.

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 April minutes by Erin C., second by Pam J. Motion carried.

PRESIDENT'S REPORT: We will look at the Trustee Handbook at the June meeting.

FOUNDATION FOR BPL REPORT:

- The foundation has two new members.
- They sent out an appeal letter.
- Foundation financials are doing really well.
- They are buying another rack for DVDs.
- They got a grant from the Andersen Corporation Foundation.
- They offered funding if Jill wants to go to any conferences.

DIRECTOR'S REPORT:

- As submitted (see attached)

STRATEGIC PLAN

Notes from Review of progress on Strategic Plan

Goal 1: Use Library Space to better meet community needs

Goal 1-Strategy 1: Restructure open hours to maximize staffing patterns and hours

- Look at doing summer Saturdays in 2018

Goal 1-Strategy 5: Focus the collection and implement a technology plan to increase use and maximize space

- Hopefully, technology plan in June
- New public computers are here-in basement; waiting for Washington Co.

Goal 2: Expand partnerships and programs to become the focal point of the community

Goal 2-Strategy 1: Develop new, or expand current, partnerships in order to add resources to the library and increase awareness in the community

- Every child in ISD 834 has a library card

Goal 2-Strategy 2: Create an annual programming plan to address community needs and Library goals

Develop electronic community survey evaluation format to use 2x yearly to solicit programming recommendations

- One in June
- One in August-at National Night Out
- One with Croixdale
- Focus group for adult programming

Goal 2-Strategy 3: Enhance teen programming and collections

Train all staff in skills needed to serve teens in a knowledgeable manner-Provide training for staff in 2017. All staff will serve teens. Reflect in updated job descriptions.

- Have to do more.

Expand teen volunteer base to include year round volunteers (not just summer)

- In 2016, 16 volunteers, 99 hours--Increase to 25 teens and 125 hours in 2017.

Goal 2-Strategy 4: Expand existing collaborative relationship with local schools.

- Reach out to St. Croix Preparatory Academy.

Goal 3: Advance the community's awareness and use of the Library

Goal 3-Strategy 1: Create and implement a marketing plan to increase the visibility of the Library and awareness of the varied ways people can use the library.

Use displays and in house marketing tools to increase awareness of library services (bookmarks in reserve materials, etc.)

Outcome/Measurement: Use display space for collection merchandising; have annual plan in January 2017/did not meet goal/will work on this month.

- Try to update weekly.

Goal 3-Strategy 2: Increase public awareness of Library services to build community and position the Library as the hub of the city.

Create community forums as issues develop, look for ways to provide a format for discussions.

- Maybe hold one at the library.
- Have a community forum on the issue of race in the fall.

Goal 4-Increase private support for the Library through the Foundation and use of Volunteers

Goal 4-Strategy 4: Create a Library Volunteer Management and Growth Plan

- Susie Danielson is doing a great job!
- Try to partner with the city next year.

COMMITTEE REPORTS:

- Facilities committee met. The discussion was about getting our building in shape. The children's area needs rearranging. The reading room needs updating. Outside, the pillars and gutters need attention, and we could use new bike racks. Would the city possibly match the foundation in funding these projects?
- Other committees did not meet.

COUNCIL REP REPORT

- Connie will invite Adam Bell, city administrator, to one of our meetings—July or August (at Mallards). She also talked about the city-wide infrastructure plan.

BUSINESS:

OLD—None

NEW

- **Cash management system:** Will track money through computer system and cash drawer installed. Currently done by writing it down on paper and there is not a locked drawer.
- **Gutter repair:** The first estimate was \$5805 for copper gutters, which is what they are currently. Next will be to look into gutters other than copper. It has been since 2010, 2012—city covered repairs, so maybe they have a little pot of money for building repairs.

ADJOURN: There being no other business, Linda W. made a motion to adjourn, second by Pam J. Motion carried. Meeting adjourned.

Next meeting: June 20 @ 6:00 PM

Director's Report for May 2017

New Business on the Agenda

The cash drawer has been installed, and we plan to go live with the cash management system on June 1. I am looking forward to a more secure and accurate accounting of the cash we collect.

The copper gutters on the south side of the building need repair. I've received one estimate so far for repair and prevention work that totals \$5805. This would be more than I could find in our budget without cutting what we spend on materials. I've asked the city about funds for building repairs.

Programming

Big Read update: We had small attendance numbers for our play with only 5 people attending a wonderful performance. We may have to rethink if we host the touring play next year, or if we want to work on other activities related to the Big Read.

The photo and memorabilia class only attracted 2 attendees. It was a great class, and I wish we could have attracted more of an audience. We are looking to offer it for an evening class in September.

Summer plans are ready to go! I will be training teen volunteers on Saturday, May 20.

I will be starting a series of readings for older adults at Croixdale. We are calling the series Minnesota Authors Explored, and I will be reading short stories by Minnesota authors. The readings will be on Monday afternoons at Croixdale starting June 12, for a six week session, skipping the week of the 4th of July.

Marketing

I have signed up for a Mail Chimp account to start sending out a simple email newsletter. I have also signed up for a Peachjar account to send flyers to the school district. I will be ordering new hours magnets with funds from the Foundation. There is a Library Marketing and Communications Conference in Dallas in November that could be promising for more ideas.

Website/Facebook

Website use has increased slightly to about 23 users a day visiting the site. Facebook Summary: I have posted more on Facebook this month, and we have seen an increase in activity. We have 273 likes (up 2 since last month); over the past 28 days, we have reached 886 people, up 49% from last month, with 265 post engagements, up 321% from last month. I will continue to post more content for the summer – we have a lot of activities, so that will make it easier to think of ideas.

Building

We have had electric work done to make sure all of the lights on the main floor are working properly. I will be looking at ordering new plastic covers this summer. The new copier has been installed and is working great!

Other

The Used Book Sale is on Saturday, May 20, from 9:00 – 3:00.

I spoke to city council about summer reading programs on May 1, thanks to Mary for attending for moral support!

I have been listening to an online lecture series sponsored by *Library Journal* called **5 Essentials for Creating Community-Centered Libraries**. I am learning more about how the library can use its resources in nontraditional ways to improve the community. I am planning to apply to the Public Library Association (PLA) Leadership Academy – Navigating Change, Building Community, a selective leadership conference that will be held in Chicago in December. The city administrator and Sara W. have graciously agreed to write letters of recommendation for me.