

BAYPORT PUBLIC LIBRARY BOARD MINUTES: November 21, 2017

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

ABSENT: Connie Carlson (Council Rep)

GUESTS: Adam Bell (City Administrator)

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

PETITIONS TO CHAIR/VISITORS: None

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

APPROVAL OF BILLS & RECEIPTS:

Bills

- **302 Contract Service:** The \$1,518.43 to Bibliotheca was for the service contract for self-check and RFID pads connected to staff workstations.

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

Receipts

- **34760 Service Charges:** These included copier and fax service fees.
- **36220 Rental Income:** \$440 invoiced and \$200 in future bookings, mostly school district and Andersen Corp.
- **36230 Donations:** \$250 from the Master Gardeners for hosting their Garden Market.
- **36233 Grants:** \$45,000 grant from the Bayport Library Foundation. Sara will get a note card ready for all of us to sign at the next meeting.

Motion to deposit receipts into the City of Bayport Library Fund by Sara W., second by Linda W. Motion carried.

APPROVAL OF MINUTES: Motion to approve October minutes by Sara W., second by Pam J. Motion carried.

PRESIDENT'S REPORT:

- Jill and Sara went to the River Falls Public Library. Jill's favorite part was the children's programming room; it makes you think of possibilities for here. Other things Jill and Sara saw to consider: nature back packs, a gallery space-maybe start by connecting with the Andersen Elementary art teacher, teen activities-photography, etc.
- There has been no feedback on the monthly e-newsletter so far.
- If the library is closed and meeting rooms are scheduled, does Jill have to come in? Jill said she doesn't have to come in. Sometimes she is there, but if she isn't, someone else comes to open.
- At the December meeting, we will talk about building maintenance. The facilities committee will meet.
- Anyone who would like to can bring treats for our December meeting.

FOUNDATION FOR BPL REPORT:

- New members to the board are Ginny Peulen and Mary Ostertag.
- The board is meeting on Monday, November 27 to get fall fundraising letters out.

DIRECTOR'S REPORT:

- As submitted (see attached)
- Additional comments:
 - There will be another painting class in January.
 - Story TAILS Reading with Sochi is a new volunteer with a dog; children are going to start reading to the dog.
 - Jill is thinking about a drive-in theme for the winter break movie, Cars 3. Participants would build cars from boxes.
 - Jill met with the school district about teaming for the summer care sights for summer 2018 and, hopefully, Summer Success at Andersen again.

STRATEGIC PLAN:

Notes from Review of progress on Strategic Plan

Added notes from November meeting

Goal 1: Building & Collections

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

- Completed; hours may be added for Summer 2018.
- **Added hours on Wednesday afternoon.**

Goal 1-Strategy 2: Work with a consultant/architect to reconfigure the first floor space

- Biggest task left incomplete and will be focus for the Library in 2018.
- **Keep cozy feel, but refresh.**

Goal 1-Strategy 3: Explore alternative, expanded uses of the basement and the 2nd floor

- Like Strategy 2, part of biggest task left.
- **New ideas now for a kids' room.**

Goal 1-Strategy 4: Develop the outdoor space to attract more people to the Library, including adding more effective signage

- Some signage added; looking at sign for 5th Ave side.

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

- Weeded collection; updated website; self-check added.
- New computers are purchased, but not installed; communication problem with Washington Co.

Goal 2: Community, Programs & Partnerships

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

- Working to partner with Stillwater Schools, BCAL, Bayport Senior Center, Croixdale, and Stillwater Library.

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

- Plan for 2018 in December.

Goal 2-Strategy 3: Enhance teen programming and collections

- Engaging with teens as volunteers and increased collection size; need to improve programming options.
- **Good set of teen volunteers.**

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

- Working well with Andersen Elementary, especially pre-K--grade 2; have to work on involvement with older kids.
- **Summer reading next year expands on that.**

Goal 2-Strategy 5: Create an ongoing forum for Bayport leaders and community engagement

- Maybe having cookies once/month starting in 2018.
- Have Café Philo present at MLA conference if/when it is nearby.

Goal 3: Public Awareness

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.

- Created a specific plan to reach out to Inspiration neighborhood.
- Still have to create a stronger brand and stronger look.
- **Went to great sessions at MLA.**
- **Local college with marketing program-recruit intern, or Stillwater HS project?**

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

- Through contact at the City and local business groups, we are increasing awareness of the Library in the community.

Goal 3-Strategy 4: Use marketing to increase fundraising and other private support.

- Good positive programming at the library is a good step!

Goal 4-Foundation & Volunteers

Goal 4-Strategy 1: Grow and expand the Foundation Board.

- Some strong people have left.

Goal 4-Strategy 2: Increase the visibility of the Foundation in the community and at the Library

And

Goal 4-Strategy 3: Increase the Foundation's annual support to the Library

- Add a publicity committee
- **Jill can provide advice to Foundation, but not do the work.**

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

- Substantial progress has been made with the volunteer coordinator.

Where do we go from here? Another 3-5 year strategic plan? Community involvement? Form a couple of focus groups? Presentations?

Forum groups: People from churches, schools, businesses, etc.; 10-20 library supporters; also want to hear from people who don't support the library.

At the December meeting we will discuss/determine our ongoing strategic planning process, i.e. timelines, focus groups, etc.

COMMITTEE REPORTS:

- None met

COUNCIL REP REPORT: (Adam Bell)

- The new public works employee is Greg Tracy. He comes from Eagan and will start in January.
- There will be a going away event for Mel.
- Budget and truth-in-taxation in a couple of weeks.
- Staff met with MNDot about traffic on 95. Things discussed: median (2nd Ave to 4th Ave), bike paths (7th Ave to 2nd Ave), parking only on one side (east), protected crosswalk on 3rd St.
- The skating rink will be flooded in a few weeks.
- Update on the Greystone building.

BUSINESS:

OLD

- **None**

NEW

- **Library Card Registration Policy:** Jill went over the policy. We will approve next month.
- **2018 Hours:** Sara W. made a motion to accept the proposal for additional hours-10:00 A.M. to noon on Wednesday and Thursday and 10:00 A.M. to 3:00 P.M. on Saturdays throughout the summer-effective January 2. Second by Erin C. Roll call vote-all ayes. Motion carried.
- **Holiday Schedule for 2018:** Sara W. made a motion to accept the Holiday Closings with the addition of Friday, November 23, second by Erin C. Motion carried.
- **Salaries for 2018:** Sara W. made a motion to accept proposed salaries for 2018, second by Erin C. Role call vote-all ayes. Motion carried.

ADJOURN: There being no other business, Sara W. made a motion to adjourn at 7:37, second by Pam J. Motion carried. Meeting adjourned.

Next meeting: December 19 @ 6:00 PM.

Director's Report for November 2017

Programming

The Spooky Basement had a record attendance of 231! We ran out of candy 10 minutes before closing.

We had 17 young artists join us for the last of the fall painting classes with Paint Sip Nosh on Thursday, November 16. Their creativity and talent was amazing to watch!

Upcoming events:

Story TAILS Reading with Sochi – Wednesday, November 29, 3:30 pm – 5:00 pm

Lighting of the Village Green Storytime – Wednesday, December 6, 6:00 pm

Winter Break Movies – Wednesday, December 27 at 1:00 pm – Leap! and Thursday, December 28 at 1:00 pm – Cars 3

Noon Year's Eve – Sunday, December 31, 11:30 am – 12:15 pm

Holiday Authors Explored starts at Croixdale on Monday, November 20, and I will be reading holiday stories for the next four weeks.

Community

I met again with Stillwater School's Community Education staff, Stillwater Public Library staff and Washington County Library staff to work on plans for the Summer Reading Program in 2018. We are planning to share resources to help support their summer learning curriculum, have visits from library staff, get all students library cards, and offer a chance to participate in the Read Write Draw program.

The Master Gardener's Marketplace sale went very well. They were pleased with the space, and there were no issues from the library's side. If they want to hold another sale in 2018, I would recommend allowing it.

Staff

Shelver Holly Ringsak has given her two weeks notice. Her last day will be Wednesday, November 29. She has been a great shelver, and we wish her the best in her future endeavors! I have posted the position with a deadline of December 1 for applications, and we hope to have someone in place by mid-December.

Website/Facebook

Website stayed consistent with about 19 users a day and about 400 a month visiting the site. Hours and locations and events are still the most visited pages. The busiest days are Mondays and Saturdays.

Facebook Summary: We have 304 likes (up 3 since last month); over the past 28 days, we have reached 556 people, down 78% from last month, with 30 post engagements, down 85% from last month. We had a huge response to our stuffed animal sleepover last month, so the drop is not unexpected.