

**Grace A. Dow Memorial Library
Library Board Minutes
Wednesday, May 18, 2016, 7 p.m.
City Hall Council Chambers**

I. Roll Call

Brink called the meeting to order at 7:00 p.m.

PRESENT: Melissa Barnard, Maxine Brink, Michael Burhans, Sarah Galt, Debbie Hayes, Steven Markey, Laura Peterson

ALSO PRESENT: Ron Beacom, Manager of MCTV and Library Communications; Roberta VanHolstyn, Technical Secretary

II. Acceptance of April 20, 2016 Meeting Minutes

Motion by Burhans to accept minutes as submitted, seconded by Markey. Motion approved.

III. Additions or Changes to the Agenda

None

IV. Public Comments

None

V. Director's Report

Barnard thanked Board members Burhans and Hayes for staffing the booth at the Senior Expo at the Mall. The information on the computer classes and tablet help was particularly well received by the seniors stopping by the booth.

The Friends Used Book Sale is June 3rd through June 5th. The sale is on the same weekend as the Summer Art Fair at the Center.

The Library will be closed Memorial Day, Monday, May 30th and Independence Day, Monday, July 4th. Starting Sunday, May 29th, the Library will be closed on Sundays until September 11th.

The Library participated in Give Local Midland 2016 on Tuesday, May 3rd. The event was extended for a second day due to server issues. The donations received over the past three years are:

- 2014 - \$760.81 in private and matching funds
- 2015 - \$1,484.87 in private and matching funds
- 2016 - \$2270 in private donations. The matching amount has not been tabulated as of date.

In response to Hayes' inquiry, the donations are put into the Public Library Development Endowment Fund for future needs of the Library. Burhans noted that it is invested and returns are added to the fund that will keep growing in the future.

Burhans inquired whether Youth Services Librarian Jennifer Edmonds would be providing a teen book list as a result of the webinar she attended. Barnard will follow up.

VI. Patron Comments and Suggestions

SIGNED COMMENTS:

1. We would love the opportunity to check out various board games, especially learning games.
Budget implications, keeping track of game pieces and maintaining cleanliness of the pieces would be obstacles in providing this service.
2. I would like movies to be cheaper than \$1.00+ especially the older ones. I've really enjoyed the .25 old movies and patronized the library much more over the past 2 months (including buying some used books.)
Suggestion will be taken under consideration when the fines and fees are reviewed.

UNSIGNED COMMENTS:

1. Can you display new/bestseller audio books? So we can browse new.
Due to the high demand of new audiobooks, there would be none displayed on a new shelf. There is a list of new audiobooks on the website. Click on For Readers/New Audiobooks.

VII. Library Board Appointments

Peterson and Burhans were recently reappointed by City Council for 3-year terms. On May 19th, five applicants will be interviewed by Councilmen Wazbinski and Adams. They will make a recommendation to City Council to appoint one person to the Board to complete the term vacated by Cronin.

The Midland County Township Association has sent a letter to City Council recommending the appointment of Brink as the Midland County Township Representative on the Board for a 3-year term.

VIII. Library Board Annual Report Committee

Hayes will have a draft of the report available to the Board by mid-June. A final draft will be submitted at the August 17th meeting.

IX. City of Midland 2016-2017 Budget Schedule

The City budget is scheduled to be adopted on Monday, May 23rd and will become effective on July 1st. To date there have been no citizen comments on the proposed budget. Hayes questioned whether there are usually citizen comments or concerns. Comments are received if there is a reduction in services or an increase in the millage rate. This year reinstating Sunday service for Dial-a-Ride was discussed. There will be an 18-month trial period of services, with a review after 12 months.

X. Strategic Plan

Barnard reviewed the actions in the Strategic Plan completed by staff.

Culture of Excellence

Goal: Implement strategies to exceed customer expectations

- This past year, staff has been keeping track of interactions with patrons who do not come to the service desks. The counts verify that patrons not coming to the service desks do respond to offers of help. Staff has found that approaching patrons has been a positive experience for patrons and staff. Staff will continue to be proactive in reaching out to patrons. In response to an inquiry by Hayes, Barnard commented that approaching patrons seems more comfortable for younger librarians. Librarians trained to serve patrons more traditionally at the service desk have had to adjust to this new service model.

Goal: Plan for staff development

- Staff participated in required number of webinars and workshops.

Goal: Develop an internal staff communications plan

- Supervisors meet regularly with their staff to improve communication.
- Barnard has started “This Week at the Library,” a weekly email communication to staff to inform them of special events and programs.

Lifelong Learning Resources & Environment

Goal: Review library programming to meet changing community needs

- In May, Youth Services staff has a half day retreat to review the past year and plan for the next year. Employees look at each program and determine its success, whether staff is meeting goals set, and if staff is hearing things from patrons that should be incorporated into planning for the upcoming year.
- The early learning programs of Building Blocks and Story Stretchers were combined because of attendance but program attendance is still an issue. Staff is looking at other options to meet the needs of parents with children under age five.
- The one-on-one tablet users’ class, conducted by Reference staff, has been very successful and will continue.

Goal: Plan social events/gathering opportunities for all ages

- The Open House was successful in bringing new people to the library. The 3D printer was introduced to the public.

Goal: Annually review physical gathering spaces

- Shelving has been removed in the Youth Services area to develop a gathering space for upper elementary students. Work on developing the space continues.
- Maker/creative activities for the 3D printer as well as other non-technological activities are being considered.
- Barnard continues to meet with representatives from Dow Gardens, the Alden B. Dow Home & Studio, and the Center for the Arts to discuss ways to identify and brand Discovery Square and create a more welcoming campus.

Goal: Maintain balanced collections

- eAudiobooks are now on OverDrive as well as OneClick.
- Local author self-published books are being added to the collection and shelved in designated areas.

Goal: Collaborate with other community organizations

- The Library continues to collaborate with Midland Public Schools to promote services to students. The Library has also collaborated this past year with Creative 360, Head Start, and Great Start Collaborative. The Seuss summer celebration in June is being done jointly by the Center, Dow Gardens and the Library.

High Quality, Accessible Technology

Goal: Develop and annually update a long-term technology plan

- The Technology Team followed their plan developed for 2015-16. The public computers have been upgraded with Office Suite, the public word processing computers have been replaced, and the public computers now have flash drive capability.
- In-house laptop use is still available and works well for patrons.

Goal: Address operational issues with technology

- Wireless services were improved by limiting high bandwidth activities such as movie downloads.
- The number of IP addresses has been increased which improves connectivity.
- Access points were relocated.

Goal: Research use of existing and new technologies to improve services

- Despite efforts of youth services staff, the eReader program has not been as successful as hoped and the devices are not being regularly checked out. Staff is considering other options to use the eReaders. Burhans questioned if reasons have been given by patrons why the devices are not being checked out. No reasons have been given.
- Due to the high cost, digitization of the Midland Daily News will be tabled for now. The newspaper has been digitized up to 1922 since the papers up to that date are out of copyright. The digitization going forward would be done by the company that has the copyright so they determine the price for the digitization. Hayes inquired about patron use of the digitized paper. Patrons use the service for research purposes and historical facts since each page of the paper is digitized, including the ads. Markey inquired whether the copyrights would begin to expire. Barnard indicated that copyrights are often extended.

Goal: Implement instructional aides for use online services

- The city is coordinating promotional videos for city departments. The Library has done one video and will continue work with MCTV to produce more video spots in the future.

Marketing/Communications

Goal: Develop a strategic market/communications plan

- The Library was represented at Kids Day at the Mall and Senior Expo at the Mall. The upcoming Block Party at Discovery Square will provide another opportunity for outreach into the community.
- The new format of the Library Connection continues to receive positive responses on the size and the calendar.

- The “Yes You Can @ the Library” campaign has continued through the year.
- The September library card campaign was promoted in the Library, through the newsletter as well as by members of the Board encouraging friends and family to get a library card.

Goal: Utilize social media tools

- The Library now has Twitter and Instagram accounts.

Goal: Increase awareness of library services

- The Community Open House was held on March 19th.

Beacom indicated articles for the Midland Daily News from the Board members are always welcome to further market the Library and its services to the community.

Work has begun developing actions for the 2016-2017 Strategic Plan. Barnard shared some ideas brainstormed by the supervisors. Final actions will be presented at the August Board meeting.

Barnard reviewed Library Board accomplishments on the actions from the 2015-2016 Strategic Plan.

Goal: Library Programming

- Cronin and Galt served on the community to plan the community open house
- Burhans, Galt, Hayes, Markey, and Peterson served as greeters at open house

Goal: Marketing/Communications

- Hayes sent a thank you letter to Senator Jim Stamas
- Board members invited five people to get library cards in September
- Hayes wrote an article on the value of having a library card
- Board members shared their favorite children’s books for an article written by Ron Beacom
- Burhans, Hayes, and Peterson staffed the library booth at Kids Day at the Mall
- Burhans and Hayes staffed the library booth at Senior Day at the Mall

Additionally:

- Board members reviewed the Pew Research Center Report, “Libraries at the Crossroads,” and compared results with services at Grace A. Dow Memorial Library
- Board members will assist at the Dr. Seuss Celebration in Discovery Square On June 23rd. Shifts available are: 12:45-3:00, 2:45-5:00, 4:45-7:00. Shifts are flexible to accommodate schedules.

Galt expressed concern about safety in crossing the street during the event. A portion of St. Andrews will be closed during the event so participants can cross the street safely. Galt also suggested, as a MDN column idea, that members submit their favorite Dr. Seuss book and collaborate on an article.

XI. Announcements

Barnard reported that, at the annual dinner meeting of the Mideastern Michigan Library Consortium on May 12th, Cooperative Director Hooks gave an overview of activities for the year and members gave updates on legislative issues impacting libraries.

Burhans expressed appreciation to the staff on the new Library Connection design, the Dr. Seuss flyer, and the summer calendar. The Seuss flyer was developed by the Center of the Arts staff.

XII. Adjournment

Burhans moved to adjourn. Galt seconded. Motion approved. Meeting adjourned at 7:57 pm. The next meeting of the Library Board is August 17th, 2016 at City Hall Council Chambers.