

**Grace A. Dow Memorial Library
Library Board Minutes
Wednesday, February 17, 2016, 7 p.m.
City Hall Council Chambers**

I. Roll Call

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

PRESENT: Melissa Barnard, Sarah Galt, Debbie Hayes, Steven Markey, Laura Peterson

ABSENT: Maxine Brink, Lucille Cronin, Michael Burhans

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

II. Acceptance of November 18, 2015 Meeting Minutes

Motion by Galt to accept minutes as submitted, seconded by Hayes. Motion approved.

III. Additions or Changes to the Agenda

None

IV. Public Comments

None

V. Director's Report

Barnard thanked Hayes, Peterson and Burhans for volunteering at this year's Kid's Day at the Mall.

As part of the Alternate Spring Break Program, students from Michigan State University College of Law will hold free tax preparation for low income citizens in the Library on March 7th and 8th.

The Friends of the Library will hold its February Used Book Sale starting Friday, February 19th from 5:30-8:00 pm for Friends members. Memberships are available at the door. The sale will be open to the public on Saturday, February 20th from 10:00 am to 4:00 pm. Bag day is Sunday, February 21st from 1:00 pm to 3:30 pm.

VI. Patron Comments and Suggestions

SIGNED COMMENTS:

1. Consider making the default be having your receipts emailed to you instead of printing them? I have a feeling that most people would appreciate this, and it would allow for less paper usage.

Patrons can request no receipts at the time of checkout. At this time, self-checkout stations offer the option of print/email or no receipt.

2. I love this library, but it is seriously lacking in activities for the 25 to 35 year old crowd. The book club seems to be directed towards an older crowd and it

would be fantastic if there was a book club (or other gathering) directed towards those who are too old for teen groups but too young for your traditional book club.

The book discussion group is open to all ages. Staff resources limit the ability to offer multiple book groups but volunteer book discussion leaders would be considered.

3. I think you are doing super good. I love all the books you have.

UNSIGNED COMMENTS:

1. You are doing a great job!
2. MeLCat is a great service!

VII. Library Board Expiring Terms: Brink, Burhans, Peterson

Brink, who has been on the Board since 2004, has elected not to seek reappointment for her township representative position on the Library Board. The Township Association will bring a recommendation to City Council for appointment to the Library Board.

Burhans and Peterson have requested to be reappointed to the Library Board for another term. City Council will act on reappointments at a regular Council meeting in March.

VIII. City of Midland 2016-2017 Budget Schedule Report

Barnard presented the following Budget Schedule:

- April 11 Proposed Budget to City Council*
 - April 18 Budget Work Session with City Council in Council Chambers at 6:00 pm
 - April 25 Preliminary Public Hearing on Proposed Budget*
 - May 9 Charter-mandated Public Hearing on Proposed Budget*
 - May 23 Charter-mandated Date for Budget to be adopted by City Council*
- *Council Chambers, 7:00 pm

As in recent years, the budget will be flat with no significant changes except increases in utilities and personnel costs.

IX. Mideastern Michigan Library Cooperative Report - Cronin

No report, however, Barnard announced that a technology grant has been given to the Library by the Cooperative.

X. Strategic Plan

Barnard reviewed recent actions on Board goals.

Goal: Library Programming

- Members Cronin and Galt have served on the Community Open House Planning Committee.
- Brink, Burhans, Hayes, and Markey have volunteered to serve as greeters at the Community Open House on March 19th.
- There have been no recent programs that would require one-on-one interaction with attendees.

Goal: Marketing/Communications

- Hayes wrote a thank you letter to Senator Jim Stamas for his role in increasing state aid funding to libraries.
- Board members were asked to invite five people to get library cards in September.
- One article, written by Hayes, was published in the Midland Daily News. Board members submitted titles of their favorite books for an article compiled by Beacom and published in December.
- Members Hayes, Burhans, and Peterson participated in Kid's Day at the Mall on January 23rd.
- Volunteers will be needed for Senior Day at the Mall. No date has been set.
- On June 23rd, Board volunteers will assist at the Dr. Seuss Summer Celebration in Discovery Square. During the summer, The Center for the Arts will feature a Seuss exhibit, the Dow Gardens will have Seuss sculptures, and the Library has lots of Seuss books. Further information will be coming.

Barnard announced that the special programming in March and April each year, formerly called "Happenings" will use the "Yes You Can" theme this year. The following events are planned:

- Ford Presidential Museum Program on Thursday, April 7th at 7:00 pm. A representative from the museum will talk about President Ford as well as the museum renovation project.
- [be]causes & effects Conference on Saturday, April 9th, at the Library, from 9:00 am to 4:00 pm. This program is in collaboration with the Midland County Historical Society and Saginaw Valley State University. Tickets are \$15 for adults and \$10 for students and can be purchased at the MCFTA.
- National Library Week Tea on Wednesday, April 13th at 2:00 pm. Tickets are \$7 and will go on sale Monday, March 7th. A local doll collector will be presenting.
- Adult Battle of the Books Competition will be on Saturday, April 16th, at 7:00 pm.

Youth Services events:

- Underground Disco on Friday, March 18th at 6:30 pm. This program is for ages 6 months to 7 years.
- Top Secret Math Mission for Grades 3-5 on Tuesday, April 5th, at 4:15 and for Grades K-2 on Wednesday, April 6th at 4:15 pm and 6:30 pm.*
- Bedtime Math for ages 2-6, will be Monday, April 25th at 7:00 pm.
- Teen Comic Book Workshop for Grades 6-12 will be Tuesday, March 22nd at 6:30 pm.*
- Novel Way to Explore the Past Book Discussion for Grades 6-12 will be Saturday, April 9 at 1:15. This program is in conjunction with the [be]causes & effects Conference.*

*Registration Required

The Yes You Can! Library Open House will be held on Saturday, March 19th from 11:00 am to 3:00 pm. Activities for the day will include:

- Scavenger hunt with prizes. The hunt takes patrons to Adult Services, Youth Services, and MCTV.
- Craft activity for children
- Coloring Corner for adults
- Family Tree Help with a Genealogy volunteer
- Friends of the Library mini book sale
- Drawings for two Kindle Fires
- Refreshments will be served in the Cup & Chaucer

Galt asked what the age group target for the [be]causes & effects Conference. The programs are aimed at high school age and above.

Beacom presented additional information regarding goals for the Library:

- Pictures of Board members from Kid's Day at the Mall were shared. Beacom thanked Associate Youth Services Librarian Deanna Schrodin for the "Pete the Cat" hat craft. Approximately 228 hats were made by children. Three hundred library bags were given away.
- The new look of the Library Connection newsletter is based on survey feedback. The new tri-fold version of the newsletter is the result. There are more graphic elements and a good balance of varied information. Thanks to Adrienne VandenBosch, library assistant and graphic artist, for her hard work on this project. A separate Youth Services events calendar page has been created and has received positive comments from patrons. As in the past, each issue will be a different color. Shading along the bottom of the inside pages highlights Teen Events as well as MCTV, Adult Services, and Friends of the Library information. Galt suggested using a different shading that would further separate the teen section from the adult. Beacom will explore this idea.
- The City has stopped production of the "City in 15" cable TV news magazine. In its place will be short video segments on social media sites as well as the Government channel. City departments have been asked to complete a calendar of events and information to highlight throughout the year. Short videos will be produced as needed. An upcoming segment by Barnard will promote the upcoming Library Open House. Galt asked about views and penetration in Midland. We can see the number of views. It takes a lot of promotion to get view numbers up. The key is to get people to share the video. We will be learning more as we proceed and will work on targeting audiences.
- For the upcoming "Yes You Can" events in March and April, the Library Connection, a special insert, and a Midland Daily News wrapper will promote the programs. The wrapper will be in the March 6th edition of the Midland Daily News. There will also be news releases and one or two articles in the Midland Daily News.

XI. Announcements

Barnard announced that the next meeting of the Library Board will be held in the Grace A. Dow Memorial Library Board Room on March 16, 2016.

XII. Adjournment

Markey moved to adjourn. Galt seconded. Motion approved. Meeting adjourned at 7:45 p.m. The next meeting of the Library Board is March 16, 2016 in the Grace A. Dow Memorial Library Board Room.