

**Grace A. Dow Memorial Library
Library Board Minutes
Wednesday, April 20, 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, Debbie Hayes, Steven Markey, Laura Peterson

ABSENT: Sarah Galt

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

II. Acceptance of March 16, 2016 Meeting Minutes

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

III. Additions or Changes to the Agenda

None

IV. Public Comments

None

V. Director's Report

Barnard thanked Board members for their help and participation at the Library Open House. The 3D printer was a popular attraction. Youth Services staff reported many families attended that had never been to the Library previously. Two Kindles were awarded as Grand Prizes and the winners were very excited to receive them.

The "Yes You Can" spring programming is winding down and the final program will be a children's program, "Bedtime Math-March of the Stuffed Animals" on April 25th. Staff will evaluate the programs for planning next year's programming.

The Friends of Library Board will hold their annual meeting on Monday, May 2nd. Barnard expressed thanks to the Friends for co-sponsoring many programs for the Library this past year.

For the third year in a row, the Library will be participating in Give Local Midland 2016 on Tuesday, May 3rd. This effort is sponsored by the Midland Area Community Foundation. Online donations to the Public Library Development Endowment Fund can be made from midnight to 11:59 p.m. at www.givelocalmidland.org. In response to a question by Hayes, Barnard did not have the amount given to this fund from last year event but will provide it with this year's donation amount.

In response to a discussion at its prior meeting, the Board was provided the monthly gate count at the Library. Library entrance and auditorium entrance counts were included. It was noted that the increase in the auditorium count in October 2015 was due to employees parking in the public lot during construction on Eastman Avenue. Peterson commented that it is important to show attendance in the building and not just circulation statistics in evaluating use of the Library.

VI. Patron Comments and Suggestions

SIGNED COMMENTS:

1. You should do a whole book series for an adult with discussions after each book and then invite the author to the final discussion to speak and autograph books.

The suggestion is appreciated.

2. I have been here ever since I have come to Midland. I have seen your books but I was looking on the computer and I was wondering if you have any Minecraft software for the computer. If you could get some for Minecrafters like me that would be nice.

The Library has chosen not to provide gaming software. The cost of maintaining a collection is an issue with limited resources.

UNSIGNED COMMENTS:

1. The “New” book sections are really hard to see. Other than the top two rows, the lower ones demand an uncomfortable bending down. How about easy to see slanted shelving like “Book Express” has?

There have been stability issues related to making this adjustment to the taller “new” book shelving.

2. You are doing gr8!

VII. Library Board Appointments and Vacancy

Peterson and Burhans were recently appointed by City Council for 3-year terms. The notice has been posted for the vacancy left by Cronin. Her term runs through the next fiscal year. No replacement for Brink has been recommended to the City by Midland County Township Association. Brink has offered to remain on the Board if necessary. This will be pursued further.

VIII. 2016-2017 Library Board Officers

Barnard reviewed the decision of the Board at its May 2015 meeting on rotating the Board officer positions. At that time, the Board voted to establish a one year rotation for the office of chairman and vice-chairman with the vice-chair determined by seniority. Peterson is currently serving as vice-chair and is in line to serve as chair. Galt has the most seniority on the Board. Motion by Burhans, seconded by Hayes, that Peterson be appointed to serve as chairman for the next fiscal year with Galt serving as vice-chair. Motion approved.

IX. Library Board Annual Report Committee

No report.

X. City of Midland 2016-2017 Budget Schedule

Barnard reviewed the city budget adoption schedule. She noted there were no issues about the proposed budget at the Budget Work Session on April 18th. There will be no increase in the millage and no reduction in city services. In looking for more effective ways to make the budget more accessible to community, graphics are incorporated in the budget document to illustrate department highlights and financial information.

These pages are part of the City budget book, available online, and in print form at the Library. The information about the Library included statistics on circulation, eBooks, and Youth Summer Reading Program participation.

Barnard reviewed the items in the Library's 2016-17 proposed budget. There are no major changes, with the exception of an increase in personnel costs. It was noted that there is a capital outlay of \$230,000 which includes setting aside \$80,000 for roof replacement in 2019 and a grant from the Alden and Vada Dow Family Foundations for replacement of the fascia on the building.

Hayes questioned the amount under "other revenues" for 2016-17. Barnard explained there is a trust fund being held by the Mideastern Michigan Library Cooperative and \$10,000 will be withdrawn and used for equipment at the Library.

XI. Mideastern Michigan Library Cooperative Report

Since no Board member has expressed interest in serving Cronin's remaining term or the upcoming three year term as representative to the Mideastern Michigan Library Cooperative, the position will move to the next Cooperative library member in the rotation.

The annual joint meeting of the Mideastern Michigan Library Cooperative is May 12th in Grand Blanc and Board members are invited to attend. The dinner and meeting will feature a review of the year's activities and provide an opportunity to meet other library directors and board members in the Cooperative. Board members interested in attending should let Barnard know by May 9th.

XII. Strategic Plan

Barnard updated the Board's actions on their goals.

Goal: Library Programming

- Members Cronin and Galt served on the committee to plan the community Open House and members Brink, Burhans, Galt, Hayes, Markey, and Peterson served as greeters and servers at the event.

Goal: Marketing/Communications

- Hayes sent a thank you letter to Senator Stamas for his support of library funding.
- Board members were asked to invite five people to get library cards during September.
- Hayes submitted an editorial article to the Midland Daily News and Board members contributed to an article on their favorite children's book. The article was submitted by Beacom.
- Burhans, Hayes, and Peterson participated in the successful Kids Day at the Mall on January 23rd.
- Senior Day at the Mall is April 27th. Hayes and Burhans volunteered to serve at this event.
- Members are invited to assist at the Dr. Seuss Celebration in Discovery Square on June 23rd. The event runs from 1:00 pm to 7:00 pm. There will be a large tent in the parking lot at the Center and activities are sponsored by the Center for the Arts, Dow Gardens, and the Library.

With the fiscal year coming to an end, the staff goals and actions from the strategic plan will be reviewed. Goals and actions may be carried over and new goals may be introduced for 2016-17. The broad goals in the strategic plan are still relevant and will continue to be used.

Beacom presented current marketing strategies for the Library.

- Flyers for the Summer Reading Program are being designed and prepared by Adrienne VandenBosch, graphic artist at the Library. Approximately 9,500 flyers will be printed and distributed in the Library and sent to schools. The flyer will highlight events in Youth Services as well as programs for adults.
- The May/June Library Connection is going to the printer this week. The youth calendar will include May through August Summer Reading Program events and activities.
- More videos featuring City and Library events will be produced by MCTV to be shown on YouTube and Facebook.
- Marketing for the Seuss Celebration will include four banners advertising the event; three at the Center for the Arts and one at the Library.
- A wrapper in the Midland Daily News highlighting the Summer Reading Program activities will be published in early June.

Hayes and Barnard attended the recent adult Battle of the Books competition. Hayes suggested that one or more of the teams participating in the Battle may be willing to write an article about friendships developed and camaraderie experienced.

XIII. Announcements

None.

XIV. Adjournment

Burhans moved to adjourn. Peterson seconded. Motion approved. Meeting adjourned at 7:40 pm. The next meeting of the Library Board is May 18th, 2016 at City Hall Council Chambers.