

**Grace A. Dow Memorial Library
Library Board Minutes
Wednesday, August 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, Maxine Brink, Michael Burhans, Sarah Galt, Debbie Hayes, Ann Moe, Laura Peterson

ABSENT: Steven Markey

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

II. Welcome New Board Member

Peterson welcomed Ann Moe to the Board.

III. Acceptance of May 18, 2016 Meeting Minutes

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

IV. Additions or Changes to the Agenda

None

V. Public Comments

None

VI. Director's Report

The Library Card Sign-up Campaign is in September and the Library will be offering a special, limited edition "Snoopy" library card for children who sign up. Peterson will help promote card sign-up in Midland Public Schools to encourage children to come to the Library. The Library will have a booth at the Midland Farmer's Market in September.

The "Our Founding Fathers" lecture series, scheduled for this fall, will have a diverse lineup of speakers. One of the programs is a two act play about John and Abigail Adams.

In October, Terence Moore, owner of Moore Orchards, will present a program on the varieties of apples in the area, followed by an apple tasting.

Computer classes this fall will include a series of new coding classes that are open to anyone 13 years and older.

Hayes commented on the large number of teen volunteers and inquired how the teens are recruited. Previous volunteers are invited back and others respond by word of mouth. An announcement also appears in the Library Connection. Parents inquire about volunteer opportunities for their teens. All teens are required to attend an orientation session.

Galt commented that the notification of new titles for patrons will be welcomed. The “Author Alerts” will start on September 1st. Patrons can sign up to be alerted when new titles by their favorite authors are added to the Library catalog.

Galt noted the importance of the program topic on end of life decisions that is planned for Cultural Awareness Month. The program is a collaboration with the Midland Area Community Foundation Cultural Awareness Committee and features the film, “Being Mortal” based on a book with the same title. A panel discussion follows the film.

VII. Patron Comments and Suggestions

SIGNED COMMENTS:

1. My two favorite Library services are the HOLD service and SELF-CHECKOUT of books. My frustration stems from the fact that these two are not linked. When I check out books the system does not alert me that a HOLD is ready to be picked up. It would be nice if the checkout system could alert a user to see a clerk to pick up a HOLD.
The self-checkout system alerts patrons if there is a note on their card. It is a generic message because the notes vary from fines, address verifications to holds.
2. I saw you had an exhibit showing a 3D printer. Could you also have one showing virtual reality next year and maybe a 3D scanner? Thanks.
Demonstrations will be considered if the technology becomes available to the library.
3. It would be helpful if I could see a history of books I have checked out (by author) on the web page. An option could be available for anyone not wanting that info to be available.
The system deletes the titles of materials checked out once they are returned to protect the privacy of the patron. There is not an option for patrons to select to maintain their check out history. Archiving all of the records for returned materials would also create storage issues for the system.

UNSIGNED COMMENTS:

None submitted.

VIII. Library Board 2017 Meeting Dates

Peterson presented the 2017 meeting dates for Board consideration. Motion by Brink, seconded by Hayes to accept the dates as presented. Motion approved.

IX. Library Building Fascia Project

Specifications are being developed for the project. Requests for bid will be going out in the next two weeks. Construction will likely begin in the spring. The Alden B. and Vada Dow Family Foundation has provided funds for this project.

X. Library Board Annual Report Committee

The committee presented the draft report. Peterson extended thanks to Hayes for researching and writing up the report. Galt expressed concern that the wording on page 3 in regard to the coffee bar did not include mention of the discussion held at a previous meeting and she wanted to clarify the responsibilities of the Board. The sentence was modified to: The Board started exploring and considering, along with the capable staff, how that newly available “space” might best be used to further fulfill our mission of inspiring lifelong learning by connecting people and resources.

Galt proposed that the wording be changed to correctly attribute the quotes in the tribute paragraph honoring Lucille Cronin. The quotes came from Mrs. Cronin’s obituary so “as quoted from her obituary” will be added.

Motion was made by Burhans, seconded by Brink, to approve the report as amended. Motion approved.

The report as amended will be submitted to City Council in September.

XI. Strategic Plan

Barnard presented Library staff goals and actions for the 2016-2017 Strategic Plan. Board members received copies of the presentation. Barnard emphasized that the Strategic Plan is a work in progress and changes or adjustments can be made as needed throughout the year.

Barnard prepared a list of proposed Board goals based on the actions outlined in the Strategic Plan for the Board’s consideration.

Goal: Plan social events/gathering opportunities for all ages

- Action: Plan “Coffee & Conversation” gatherings
Recommend speakers

Goal: Review physical gathering spaces

- Action: Evaluate use of the Cup & Chaucer space

Goal: Increase awareness of library services

- Action: Assist with promoting library to groups and organizations
Distribute flyers
Connect Library with an organization for a presentation
- Action: Promote Library at community events
Kids Day at the Mall
Senior Expo
Parades
Park events – Farmer’s Market, Saturday, September 17
- Action: Write op-ed articles for the Midland Daily News

Beacom pointed out that op-ed articles, written by Board members from a citizen's point of view, can be very effective. The Library needs to use every avenue available to advertise programs to the various audiences.

Beacom mentioned that staff would be doing presentations at the Midland Noon and Morning Rotary Clubs in August and September respectively. Board members are welcome to attend.

Peterson commented that the Farmer's Market idea for outreach is an excellent one. Barnard explained that the Valley Library Consortium has a Mobile Circulation Device and it has been reserved for Saturday, September 17 for use at the Farmer's Market. This would allow patrons to sign up for a card while at the market. Board members who are available to volunteer to work a shift at the Market should contact Barnard.

Galt noted that the list of Board goals is a good one and that there is a continuation of some of the goals from the previous year. Burhans commented that presentations in more service groups is a good idea. Peterson thanked Barnard for the ideas presented. A motion was made by Burhans, seconded by Brink that the Board accept the goals as presented. Motion approved.

Hayes suggested that a committee be formed to discuss the Cup & Chaucer space and suggest actions that can be taken by the Board. After addressing concerns about a committee vs full Board participation, it was agreed that the committee would report back to the Board and present their ideas for discussion. Burhans, Hayes, and Moe volunteered to serve on the committee. Galt will serve as an alternate member.

XII. Announcements

Brink requested library materials for the township meeting in Porter Township on September 1st.

Beacom played the two promotional social media videos for the Seuss Celebration and the Summer Reading Program. Matt Richardson along with other staff at MCTV produced the videos.

XIII. Adjournment

Brink moved to adjourn. Burhans seconded. Motion approved. Meeting adjourned at 8:00 pm. The next meeting of the Library Board is October 19th, 2016 at City Hall Council Chambers.