

**LINCOLN TOWNSHIP PUBLIC LIBRARY  
BOARD MEETING MINUTES  
MARCH 21, 2017  
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**PRESENT:** President Diane Nye, Vice President Linda Stocker, Treasurer Nick Sedalia, Secretary Elizabeth Schiman, Trustee Pauline Yost, Trustee Megan Yore-Norbey, Library Director Mary Hill.

**CALL TO ORDER:** 7:00 p.m.

**ANNUAL MEETING**

Pauline made a motion, supported by Nick, to open the annual meeting for the purpose of approving the 2017-18 budget. Motion unanimously carried.

Nick made a motion, supported by Pauline, to approve the 2017-18 budget as presented. Five members in favor, one opposed. Motion carried.

Pauline made a motion, supported by Linda, to close annual meeting. Motion unanimously carried.

**GUESTS:** Mary Ann Ware

**PUBLIC COMMENT:** None

**APPROVAL OF MINUTES**

Megan made a motion, supported by Pauline, to approve the February 21, 2017 minutes. Motion unanimously carried.

**APPROVAL OF CLOSED SESSION MINUTES**

Linda made a motion, supported by Pauline, to approve the February 21, 2017 closed session minutes. Motion unanimously carried.

**APPROVAL OF TREASURER'S REPORT**

Elizabeth made a motion, supported by Linda, to approve the Treasurer's Report for February with check no. 18036 thru 18090. Motion unanimously carried.

**GOVERNANCE AND ADMINISTRATION**

**President**

**By-Laws:** Progress is being made on presenting revised by-laws. There will be a report made at the April meeting.

**Auditor for 2016-17 Fiscal Year:** Pauline made a motion, supported by Linda, to retain Scarpone & Co., P.C. for conducting the yearly audit. Motion unanimously carried.

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**Community and Government Relations**

There is a Trustee training session at Benton Harbor Public Library, Saturday, March 25, from 9:30-12. Pauline and Liz (and possibly Nick) plan to attend and will share handouts with the Board at the April meeting.

**Building, Landscape and Technology**

**Update on RFID Book Return System:** Mary reports that the vendors are making progress with resolving the current check-in issues.

**Donor Recognition Project:** Project will be completed within the week.

**Sound Proofing of Community Room:** Pauline made a motion, supported by Megan, to accept the proposal from Huggett-Betten Corporation in the amount of \$1,585.00 to replace ceiling tiles in the Community Room. Motion unanimously carried.

**Finance**

**Amendment to 2016-17 Budget:** Nick made a motion, supported by Pauline, to accept the amendment to the 2016-17 budget as presented. Motion unanimously carried.

**Strategic Planning**

**Proposal Request:** Proposals are being reviewed for strategic planning. Recommendation will be made at the April meeting.

**Operations and Staff**

**Job Descriptions:** Job descriptions are being reviewed and will be discussed at the April meeting.

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**REVIEW OF STRATEGIC PLANNING ACTIVITIES**

Director's Report – March, 2017

The library held the annual staff in-service day February 20<sup>th</sup> with Kevin King from Kalamazoo District Library and Shawn Brommer from Madison WI. We shared the morning session on customer service with the Bridgman Public Library. In the afternoon, we held a preliminary discussion for our upcoming Strategic Plan. Shawn facilitated the discussion with Kevin taking notes while we discussed what we are doing that generates positive community feedback.

Brian facilitated a public services meeting after the in-service training. He led a brainstorming session on ways we can market our programs and services, both within and outside the library. The group generated many great ideas and they are looking forward to more teamwork on marketing in the future and plan to soon start a marketing committee.

We set a record in the month of February with 63 programs held and an attendance of 1718.

- Adult: 23 Programs with 129 attendance
- Teen: 2 programs with 42 attendance
- Children: 27 programs with 942 attendance
- Outreach Adult: 5 programs with 80 attendance
- Outreach Children: 6 programs with 525 attendance

To celebrate, the staff held a St. Patrick's Day party in the break room. Snacks and goodies for all were provided by LTPL.

The building projects have been completed with the exception of the acoustics issue in the Community Room. In your packets is the bid for the replacement of the ceiling tiles for that room. Chris suggests we start with replacing them and move on to other options if they don't eliminate the problem. Boelcke's has the parts on order to complete the heating/air conditioning issue in the Quiet Reading Room. Tom Norbey will paint the interior of the book drop rooms as we do our annual painting through the building. Traditionally we have a portion of the building painted every year so that it continues to look nice and we stay on top of the painting.

Eric has been working on configuring the self-check in units since it was installed. What he discovered is that the connection used to connect TLC to the unit would not allow items with fines, holds, or other such issues to be checked in. Basically, an item needs to have a completely clear record to be checked in. Eric spoke with the Head of Technical Support at Bibliotheca and had a 3-way conference with TLC technical support and the Bibliotheca Head of Technical Support. This ended with TLC basically saying they would be able to accommodate the library. Eric next spoke with a product expert at Bibliotheca and our product salesman at Bibliotheca.

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Our salesman and the product expert have been working with TLC to solve the situation creating the proper connection between our circulation system and the 3M/Bibliotheca check-in system.

The staff has been making plans for summer reading as our newsletter deadline is April 1<sup>st</sup> for the summer edition. As you can imagine, this means that the staff is always thinking ahead for programming ideas and brainstorming how to best accomplish our goals. This year the theme is “Build a Better World” which is a state wide theme that actually comes from the national level.

Lowering the age of the library cards has generated high approval from the community and the schools. Natalie and Mary Ann have been working to get the word out to the community.

Hollie, Brian and I met with our web designer, Wendy Bedell, this week for some additional training. We will be implementing a blog that will be written by Brian and eventually added to by Kaela. Brian and I are brainstorming topics at this time. I am meeting with a photographer to take interior pictures of the library to be added to the web site. We have also added google analytics to the website so we will have further statistics to follow.

Kaela will return to work on April 10<sup>th</sup>. I am planning for the Children’s department to have a planning retreat day away from the library.

You will see a different format to the statistics provided in your packets. Eric has re-formatted the monthly statistics to facilitate the making of charts that will help to visualize the statistics which the board has requested.

I attended the BABA (Baroda Area Business Association) meeting last month. I invited them to stop in and see the changes we have made to the library. I have also asked them if they would be interested in having Brian come to Baroda to put on computer classes for their membership.

BABA also invited the library to put a window display in the window of the Baroda City Mill on Main street, Baroda. I have worked with an artist to put together a collage of library pictures for the display.

1.2.1 Provide opportunities for staff to participate in webinars.

- Natalie attended the Makerspaces webinar to learn more about creating makerspaces for our library.
- Hollie attended the LS2 Cataloging webinar Working in the Workspace. She also attended the Libraries=Education Rebranding webinar, the YA Spring Announcements webinar, and The Librarian’s Nitty Gritty Guide to Content Marketing webinar.

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- Libraries=Education discussed a new method of marketing the library. The presenter suggested we should refer to libraries as centers for education. The presentation included ideas about referring to programs as classes, seminars, or workshops and referring to reference as research. Libraries deliver high quality education for all.
- The YA Spring Announcements webinar gave Hollie a preview of upcoming books and trends in young adult fiction and non-fiction. Publishers represented included St. Martin's Griffin, Macmillan, Bloomsbury, Disney Book Group, and Greenhaven Publishing.
- The Librarian's Nitty Gritty Guide to Content Marketing webinar discussed online marketing and methods to get information to patrons without just listing activities. Posts should have a purpose. Posts should answer questions such as: "Why is this relevant to me?" and "What will my child get out of this craft program?" Library staff should gear marketing toward specific personas instead of just general audiences. For example, a program geared toward children isn't a very informative description, but a program to assist homeschooled children who are learning to study on their own is more specific and tells the parents what the purpose of the program is.

1.2.4 Assure that each current and new technology we offer comes with training in a variety of formats, suitable for either individual or group learning.

- Brian's computer classes since the last Board meeting include:
  - Word Part Three
  - Mail Merge
  - eBay
  - Word Part Four
  - Excel Parts One, Two, Three, and Four
- Classes for the winter concluded on March 21. Summer classes will start in May. Brian will try two new classes, one on Facebook and Twitter and one on LinkedIn. He will not teach his PowerPoint or Mail Merge classes over the summer, as these were among the least-attended classes this winter.
- Brian was the subject of an article in the March 1 edition of the Herald Palladium, highlighting his eBay class on February 28. After publication of the article, Hartford Public Library invited him to do the same class there.

1.3.1 Upgrade computer hardware/software according to the technology plan in place.

- Eric had 3M/Bibliotheca technical support upgrade the self-checkout unit to the latest upgrade.
- Eric and Natalie began to revisit the library's mobile application for mobile devices. This app will provide an alternative method for providing services such as registration for programs, the schedule, alerts for the public and how-to videos.

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1.4 We will investigate ways to improve library processes through the use of technology each year.

2.2.1 Investigate the purchase of e-readers and content to expand the number of bestsellers available.

- Eric made further configurations on the six Kindle e-readers and three Kindle Fire devices for circulation. The Kindles have been locked down so that patrons will be unable to make any purchases or, in the case of the Kindle Fire, go on the web. We have ordered cases to protect the devices as well as carrying cases to hold any accessories that come with the item.

2.3.2 Contact each school in service area to offer library services to teachers and make teachers aware that librarians are available for special presentations.

- Mary Ann has begun her Michigan Reads! 2017 visits. The goal of the program is to share this year's book, Bubble Gum, Bubble Gum by Lisa Wheeler, with as many preschool, Kindergarten, and 1st grade students as possible between March 1 and April 21. The change in the minimum age required to get a library card was timely. She's been spreading the word during these visits to some very happy four and five-year-olds and their teachers.

Goal 3: We will offer programs for all ages, both on and off-site, to reach as many residents of our service area as possible.

- This year, we saw 68 people participate in the Adult Winter Reading Program: Lincoln 49, Royalton 4, Baroda 2, and Other 13. We saw 31 patrons finish five tasks to complete the program. These numbers are an improvement from last year, when we had 67 participants with 26 finishing. Winners of the grand prize drawing received prizes from Full Circle Café and Watermark Brewing Company.
- Brian used the display case in February to display his book that he released last year, pictures from various baseball trips he has made, some of his baseball cards, and information about self-publishing. He has also been researching book review sources for self-published authors. This has all been in preparation for the self-published authors' open house he is looking to hold later this year as part of his Leadership Institute training at Kent District Library.
- Mary Ann contracted Ukrainian egg artist Charlene Randall to teach three classes at the library. The programs, especially the one for adults, filled up quickly. Many people would like to see us offer it again. We had 21 attend the teen program, 14 attend the adult program, and 14 attend a program for kids in grades 3-6.
- Baby Yoga for caregivers and babies under two met on February 6 with nineteen attendees. This course, which requires pre-registration, continues to be a favorite and is usually full.
- Library Book Hounds met on February 8 with 17 attendees, many of whom were walk-ins. Children gather in the Lawrence Room to read to service dogs which builds literacy confidence.

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- In an effort to reach out to school age children who miss out on regular story times, we have implemented an Evening Story Time, which we presented on February 14. Twenty-five patrons attended to hear stories, sing songs, and participate in arts and crafts. Attendance was up by two patrons from January.
  - Lego Bricks Club met on February 14 with five attendees. In order to attract more patrons, we have created a LEGO feature in Children's and have begun handing out marketing flyers.
  - Four people attended February's Writer's Group Meeting, which was on February 16. Brian led a brainstorming session on where writers gain inspiration, which generated good conversation. He also let participants know of several ways the library can assist writers. The group also critiqued each other's essays that they brought with them, while Brian had them participate in two impromptu writing sessions.
  - Bookworms Club met on February 16; nine of the thirteen registered children attended to discuss the assigned reading and participate in crafts related to the book.
  - Three patrons came to the Adult Coloring Group on February 17.
  - Kathy hosted four patrons for our Learn to Knit class on February 18.
  - On February 22, we held a Magic Show for all ages with Zendor the Magician. One hundred and twenty-three patrons attended. Patrons provided excellent feedback; this was a very popular program.
  - Two patrons came to Bill Westerbeke's Reverse Mortgages presentation on March 1. His other presentations have drawn much larger crowds in the past, and we will likely offer those again in the future.
  - Kathy led the Tuesday Morning Book Club again on March 14. The Nightingale by Kristin Hannah was this month's selection. Sixteen people attended.
  - We hosted 20 patrons for our first Rape and Aggression Defense class on March 14. Brian stayed in the building after closing so the class could run until 9:30 p.m. We will have two more sessions, on March 16 and 21.
- 3.1.1 Sponsor at least 2 programs a year that do not require visiting the library.
- Nineteen people joined Mary Ann on February 22 for Tales You Can Taste Book Club to discuss The Kitchen Counter Cooking School by Kathleen Flinn.
- 3.1.2 Become involved in Royalton, Baroda, and Stevensville special events.
- Mary Ann represented the library at International Taste of Martin's, a fundraising event put on by Martin's and Lakeshore International Club to help fund Lakeshore Marching Band's trip to Hawaii to take part in the ceremonies commemorating the attack on Pearl Harbor.
- 3.1.3 Sponsor at least one program each year to reach nonusers who have never registered for a library card.
- We finished up with our Head-to-Head Trivia Nights at the Watermark Brewing Company on March 8, with 14 competitors and about 20 spectators. Everyone had a good

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time and the winners, Team VanSingleHughes (see our Facebook page), would love to return in the fall to defend their title.

3.2 We will review and expand programming to fit the needs of preschool children.

- Family and Baby Story Time programs continue to have much success. In the month of February, 760 patrons from our community attended. March's attendance for Story Times is tracking to be just as successful with 335 attendees this month thus far.
- Sherri offered a tour for the preschool classes of the local Y.M.C.A. Over forty children, along with several adults, toured the library's Children's Department with Sherri and enjoyed their own private Story Time.

3.2.6 Investigate outreach programming for children in service area.

- Mary Ann's S.T.E.A.M. Locomotion drew 20 participants at Spring Lake, 35 at the Y.M.C.A., and 41 at the Y.M.C.A's afterschool program at Roosevelt. This month they've worked on the first part of a project that introduces the concept of computer coding.

3.3 We will continue to offer innovative programming to tweens (kids ages 9 through 13) providing a bridge from childhood activities to teen programming.

- Nine 'tweens joined Mary Ann at March's 'Tween Tomes meeting to talk about Lemony Snicket's Who Could That Be at This Hour?, the first in his All the Wrong Questions series.

3.4 We will maintain and expand programming that engages teens and allows them to participate in the library in ways that entertain and educate.

- Hollie and Vicki hosted 21 teens at the annual Teen Advisory Board Lock-in on February 24.
- March 3 was the beginning of the National Maple Syrup Festival. Vicki and Hollie had 25 teens participate in a syrup fountain event. Lisa Micunek from Martin's Super Market stopped by and taught the teens to make a maple frosting for maple bacon cupcakes. Hollie and Vicki then held a brief Teen Advisory Board meeting and explained to newcomers what T.A.B. is all about. We distributed applications to join T.A.B.
- The Teen Winter Reading program ended on March 4. We had 39 teens register and 25 of them finished the program.
- Pizza & Pages will meet on March 17 to discuss The Raven Boys by Maggie Stiefvater.

3.5.3 Increase participation in the Doorstep program and local nursing homes delivery by 2% each year.

- Mary Ann made our regular Doorstep deliveries to three at The Willows and ten at The Pine Ridge Center.

3.6.2 Work with programmers at neighboring libraries to consider coordinating programs in the area.

- Hollie met with Kara Pauley from Dowagiac Public Library and Kat Boyer from Benton Harbor Public Library at Lazer Graphics in Benton Harbor on February 17 to discuss T-shirt designs for the upcoming Fandom Fest. Hollie also hosted Fandom Fest meetings on

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February 22 and March 15. Plans are being finalized for the April 1 event at Lake Michigan College. LMC has donated the use of the Grand Upton Hall and up to \$1,000 for booths, tables, chairs, and electrical outlets. The seven participating libraries were previously planning to split these costs.

Goal 4: We will offer patrons and visitors a place of comfort, convenience, and attractiveness where they can easily find what they want.

- Hollie set up a display of teen romance books with a recommended reading list in the teen area during the week of February 13 to celebrate Valentine's Day.
- Hollie and Vicki are currently shelf reading the teen collection.

4.1 We will install a comprehensive signage and way-finding system that is consistent, contemporary and efficient offering directional aids to visitors to the library.

- Easy Series section is now fully integrated into Easy Fiction to reduce patron confusion and is consistent with the cataloging philosophy for the entire Children's department.

4.2 We will optimize the configuration and layout of the space for the public.

- Our Early Literacy Center continues to be the shining star of the Children's department. In February, we had 1,326 visitors. In order to generate excitement and keep the environment fresh for the patrons, Sherri resets the theme often. Our current theme to fire the imagination is Dinosaurs. A local community member is allowing the library to borrow some of her fossils for our Children's Display Case.

5.2.2 Configure the website and customize the monthly program calendar.

- Eric and I had a meeting with Wendy Bedell. We discussed the possible addition of a "My Account" tab, a staff intranet, and better advertisement of paid databases to which the library currently subscribes. Wendy explained her views on how a staff intranet would be best set up. She would set up the page and would leave it to Eric to design the intranet to best suit the needs of the library. Regarding better advertisement of the paid databases the library currently subscribes to, Wendy remarked how we could reuse the square images she designed for the site previously and rearrange them to our liking. Eric showed her how Hollie had arranged the Children's webpage.

6.1.2 Cross-train staff so no area of service is without competent staff any hour the library is open.

- Brian continues to hold regular circulation meetings. He has been using these meetings as a chance to train staff on new procedures as well as remind them of policies already in place. He made updates to the Circulation Training manual, to reflect several procedure changes we have recently made.
- Brian received training in receiving incoming interlibrary loan items.
- In an effort to offer an excellent experience for all visitors to the Children's Department, Natalie has implemented a checklist to be used by the Children's Desk staff when fulfilling shifts there. The checklist included input from Sherri and Hollie and delineates a set of expectations for what to do during their shifts, including arriving and closing

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procedures. Our follow-up meeting was on February 20 and we found no issues. The checklist keeps expectations in the forefront of everyone's minds.

6.3 We will improve staff productivity through technology deployment and process improvement practices.

- Eric held a Cataloging Department Meeting to further refine our lean management process improvement. We discussed ordering, replacing items, withdrawing items, and handling damaged items.

6.3.3 Continue to send staff to workshops and conferences.

- Eric is obtaining further technological certifications at the ONLC training center in South Bend, Indiana. The certification focus on the inner parts of a computer and how these parts relate to deciding which computers to buy, or developing networks. These classes will help Eric as a technology manager.

**FOR THE GOOD OF THE LIBRARY**

Statistics were presented and reviewed in graph format.

**ADJOURNMENT:** 7:45 p.m.

Next meeting is April 18, 2017.

Respectfully submitted,

Elizabeth Schiman