

LINCOLN TOWNSHIP PUBLIC LIBRARY
BOARD MEETING MINUTES
MAY 16, 2017

PRESENT

President Diane Nye, Vice President Linda Stocker, Treasurer Nick Sedalia, Acting Secretary Pauline Yost, Trustee Megan Yore-Norbey, Library Director Mary Hill.

CALL TO ORDER: 6:02

Linda made a motion, supported by Pauline to move to closed session at 6:05 p.m. for purposes of discussing labor relations and plans for union negotiations. The voting was as follows: Diane-aye, Linda-aye, Pauline-aye, and Nick-aye. Motion unanimously carried.

Meeting went into regular session at 7:25 p.m.

Linda made a motion, supported by Megan, that the board hire Brian Mortimore to manage the negotiation process and do whatever preparations are necessary. Motion unanimously carried.

GUESTS: Kaela Cochran, Natalie Isham, Kathy McCumber

Kaela Cochran, head of Children's Services, presented to the board an overview of several of the programs that are offered at the library. She described the "Play to Learn" program. Kaela also shared several of the programs and events upcoming such as the Teddy Bear picnic on May 25th. The summer reading programs begins on June 12th. She also explained that she hoped to work more closely with our school system to present programs. Kaela expressed that there is a need for a part-time person to work in the children's department due to the number of programs and the number of children participating. She encouraged the trustees to visit these programs and to consider this request.

APPROVAL OF MINUTES: Linda made a motion, supported by Megan, to approve the April 18, 2017 minutes. Motion unanimously carried.

APPROVAL OF TREASURER'S REPORT: Nick made a motion, supported by Linda, to approve the Treasurer's Report for April with checks no. 18143 through no. 18185. Motion unanimously carried.

There was no new correspondence.

GOVERNANCE AND ADMINISTRATION

President

By-Laws: Diane and Liz met. They looked at the by-laws of several other libraries. They then re-wrote the Lincoln Township Public Library by-laws and compiled a new document. The trustees need to read over the document. Those areas highlighted in red need to be addressed. A copy of the by-laws will be sent to the trustees to edit. Any edits should be sent to Megan by June 13th. (Note: Mary will add the check and balances that the library already uses for Article

VIII). Megan will proofread the document with the suggested edits. These revisions will be discussed at the June meeting.

Community and Board Relations

May attended the co-op meeting with Shirley Bruusema. It is suggest that we work with other local libraries to initiate a letter writing campaign to send to our state legislators with our concerns. Pauline and Liz will work on this and report back at the July meeting.

Building, Landscape and Technology

The RFID return system is working. Three board members have viewed how it works.

Finance

Diane, speaking as a board member not president, shared her concerns with the budget. She suggested that we keep the budget we agreed on in March. Nick needs to speak to Deb Christensen to get answers to his questions. Our strategic plan will help guide us in these areas.

Megan made a motion supported by Linda, that Capital Projects will by called Future Needs in the Fund Balance Expense Report. The dollars amounts will stay the same. Motion unanimously carried.

Strategic Planning

Brian Mortimore and Dave Medema will attend the June meeting.

Operations and Staff

A packet of job descriptions was distributed. This was created by Mary and Brian Mortimore. The union has okayed the job descriptions. The board needs to look over the descriptions in order to approve them. The personnel committee will work with Deb on this.

REVIEW OF STRATEGIC PLANNING ACTIVITIES

Director's Report – May, 2017

The automatic book returns are working very well and cutting down on staff time. The staff has been trained and is feeling more comfortable with the process. We feel confident it will save time and help with the stress of summer reading.

The Kindles have been processed; staff has had training on their use, and ready for the public to check them out. Hollie has started promoting them through her marketing outlets.

We have reached 1000 likes on our Facebook page.

The staff has started doing morning huddles and they have been well received. It helps everyone be aware of any problems, or they are able to promote programs coming up.

Professional pictures have been added to the web site. We are also adding an intranet for staff use.

The summer reading flyer was sent out and has arrived in our patron's homes. With the additional programs this summer, we added an additional page to the flyer. While I was promoting summer reading at the township meetings this month, one of the trustees complimented us on the professionalism of our flyer. Another member of the audience mentioned "you must be doing something right as the parking lot is always full when I drive by."

One of our larger programs this month was The Musical Adventure Storytime presented by the Citadel had record attendance. Susan Dietrich Reed and four other musicians accompanied Miss Sherri as she read I Know A Shy Fellow Who Swallowed a Cello. After the performance the children were allowed to play actual musical instruments.

Vicki worked with our magazine distributor and has finalized our subscription order for this fiscal year. Some periodicals have went out of business and we have ordered other subscriptions in their place.

Brian held a Public Services staff meeting on April 26. The group held a brainstorming session in which they discussed the many ways that our Summer Reading Program benefits the community. They then discussed how newsletter planning went during the last cycle and also discussed Event-Keeper. Staff also took turns talking about their upcoming programs.

I worked with Kaela to hold a Children's Retreat on May 1. Everyone who is in the Youth Department, works at the Youth Desk, or does Youth Programming attended the meeting. The staff discussed Summer Reading plans, including upcoming programs. They also talked about Rosetta's House responsibilities, work flow, and outreach plans.

We have purchased a new software program to aid in the tracking of the summer reading information that Kaela researched. It is the same company that we purchased Event Keeper from and we feel this is one other tool that will help the staff this summer.

Two of Kaela's reviews of middle grade books published in School Library Journal, a professional magazine for youth librarians. Free copies of the books were provided and will be used as Summer Reading prizes.

Kaela and Natalie wrote grants from the Library of Michigan to attend the Public Library Conference next March. This national conference is held every two years and is very valuable to the staff. Eric, Brian, Kaela and I attended two years ago when it was held in Denver and came back with many new ideas, some of which we have started here.

I have encouraged Kaela to write a State of Michigan grant to acquire iPads and a TV monitor for the Lawrence Room to be used in story times and other youth programs

Deb and I were able to obtain another free chair for you to consider for the additional seating in the meeting rooms. This chair is \$40.85 per chair and has a weight limit of 1000 lbs. They weigh 8 lbs, are available in many colors and come with a 12 year warranty.

Shoreline Garden Club has contacted me and they will be planting around the rock this spring.

Garey Roofing Services repaired four holes in the roof membrane from when the three new Trane units were installed mid- winter. Boelcke's Heating & AC will pay for this permanent fix of the temporary repair they did to tide us over at installation.

The annual inspection of our fire extinguishers has been done.

1.1 We will continue to acquire and make use of at least one of the latest informational and entertainment technologies available each year.

- Eric has created a Technology Advisory Group which meets every other Friday. Natalie is a part of that group and seeks to find ways to develop the Children's Department and library as a whole through new technologies.
- Eric finished designing an E-Newsletter thru MailChimp, a marketing automation developer which patrons may subscribe to. The newsletter is meant to reach a larger population by providing the newsletter to patrons outside our service district.

1.1.2 Consider providing patrons with devices such as e-readers and iPads for in-house use or loan.

- Eric had created a Quick Access Guide for using the Kindle e-readers and we made six of our Kindles available for checkout. We currently have an announcement on our front door promoting the Kindles.

1.2.1 Provide opportunities for staff to participate in webinars.

- Brian viewed a webinar called "Taking on New Job Responsibilities" presented by Catherine Hakala-Ausperk and Robin M. Hastings through American Libraries Live.
- Natalie also viewed a webinar about Taking New Job Responsibilities.
- Kaela watched a webinar hosted by the Library of Michigan to aid in applying for a children's technology grant.
- Deb attended part two of a Michigan Library Association (ALA) webinar, Managing Human Resources: Why HR Matters to Libraries.
- Hollie attended the Hot YA Reads Webinar through Booklist on May 9. The webinar offered a preview of upcoming teen books by Blink, Thorndike Press, Harlequin Teen, Houghton Mifflin Harcourt, and Penguin Random House. Thorndike Press is releasing some previously published teen novels in a large print format. A large print format is beneficial to struggling young adult readers with regards to letter recognition and increase feelings of confidence by helping with decoding and fluency. Hollie enjoyed hearing about upcoming releases and ways to use some of the books in discussion groups. It is always great to find out first-hand what the content of a teen book is and what age group it is appropriate for. This information helps Hollie update and maintain her suggested reading lists for teens, which have a special code warning teens and parents if a book is appropriate for only high school and up.

1.3. We will maintain our current computers and software programs, and investigate new technologies such as mobile apps, laptops and handheld devices as they become available.

- Eric and Natalie have teamed together to develop a mobile app for the library. One product they looked at is Boopsie, a library mobile app developer. They saw a formal presentation by Kim Blazek, an account executive with Boopsie. Natalie and Eric found that Boopsie provides other ways of connecting with the community. There are several different apps that link to the application such as DIBS, Spaces, and Wandoo Reader. DIBS is an unmediated room booking software. Spaces, however, is a managed room booking software meant more for library programs. Wandoo Reader is a gamelike Summer Reading software. With Wandoo Reader, you can create challenges, similar to a scavenger hunt, that will bring patrons into the library. Many of these applications can integrate with Boopsie or work independently. Boopsie is meant to bring everything together. Boopsie also provides a faster and better experience than a mobile browser does. Other features Boopsie provides are a “My Bookshelf” space to see what the patron has checked out, a Virtual Library Card space where patrons can load all of their family members’ library cards and use at the library, analytics, multilingual functionality, and Booklook. With Booklook, patrons can scan an ISBN in a bookstore and it will take the patron to the library catalog to see if the library owns the item. Natalie and Eric are trying to see if it is possible to locate a grant to offset costs. Since they are not sure if the cost justifies the application. At the moment, they would like to test the application with a much less expensive developer and see how the community responds.
- Eric, Hollie and Kaela focused on the configuration of Litkeeper for Summer Reading. LitKeeper is Plymouth Rocket’s program for year round management of reading/multi-media programs. They spoke with Jim Stewart from Plymouth Rocket who said we would need to send the configuration sheet in before anything else could be done. The library will receive a link to place on the website once the configuration is completed. Eric, Hollie, and Kaela will then reconvene.

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

- Eric was able to implement the SIP 2.0E communication protocol info for our self check-in system. This protocol has enabled the system to work as desired. It not only checks in all items, but it also prints holds slips and applies fines immediately to patron’s accounts. The only items that it doesn’t check in are items marked as missing or lost and long overdues. The Library has seen the amount of time needed to check-in items reduced significantly since the self check-in began working properly.

Goal 2: We will maintain, expand, and deepen our collection to assure it is appropriate for the needs of our community.

- Hollie and Vicki shifted the teen collection to ease some of the congestion in that area. They weeded a number of books that were not being checked out.

2.3 We will create stronger ties with area educators to support local student population.

- In April, we planned with Cindy Retterer of Roosevelt Elementary to have her kindergarten classes take tours of the library in May. There will be three classes touring.
- Deana Chorny of Stewart Elementary will be bringing three second grade classes in May as well. They normally go to the park nearby but that is under construction. We are excited to have them come to the library.
- Christ Lutheran Preschool visited the library this month. We held a story time to teach them about library behavior and taking care of books. We then followed it with a tour of

the Youth Department and play time in Rosetta's House. Fifteen children and several adults were in attendance.

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 is currently scheduling visits to the local schools to promote the Summer Reading program.

2.5.1 Identify and make contacts with homeschooling parents, homeschooling groups, etc.

- Mary Ann's Annual Homeschool Open House took place on April 24. Attendance, at 30, was lower than it was in previous years, but we had some new participating organizations. The YMCA, Grace Christian School, Catholic School House, Andrews University and Southwest Michigan College sent representatives.

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.

- Fandom Fest, a program for all ages that was developed by a multi-library collaborative, took place on April 1. It was a resounding success. Five hundred and sixty patrons from three different states attended the program which featured vendors, presenters and cosplayers. Hollie has spoken with the other libraries involved in Fandom Fest, and they plan to meet at Lincoln Township Library on May 24 for a follow-up meeting for the two Fandom Fest events in our communities. The group will discuss plans for next year's event.
- Lego Bricks Club met on April 11 with 23 attendees, which was up by three patrons. We now have many regulars who love to attend because they know that their Lego creations will be on display for the month until the next program. Children love the idea that they get to show off their work.
- Book Hounds, a program where children build confidence by reading to service dogs, met on April 12. Only six children pre-registered, with only four of those children attending. However, Natalie toured the library and drummed up business by personally inviting patrons. We ended up with twenty patrons attending the event. Hollie will host Book Hounds on May 10.
- 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 April 13. Twelve patrons attended for crafts, rhymes, stories, and songs. These numbers were down by half from the previous month. We have been receiving much positive feedback from patrons regarding the Evening Story Time, as it gives working parents and caregivers a chance to attend with their families. As this was the first Thursday Evening Story Time, we think it might be that the day of the week is not convenient for our patrons, and this could be why attendance was not as high as usual.
- My First Book Club met on April 18 with twenty-two children and their caregivers attending. They were all excited to read Mercy Watson to the Rescue. We had a group discussion and story time that included nonfiction books about pigs, followed by activities and snacks. Many of the children were excited to learn that they are now old enough to get a library card. All attendees registered for the May meeting.
- Bookworms Club met on April 20. Eleven of the thirteen registered children attended to discuss the assigned reading and participate in crafts related to the book. Attendance was up by two children. Many of the members will be going into fourth grade in the fall, and

we therefore referred them to the 'Tween Tomes Book Club for the upcoming school year.

- Four patrons attended the Writers Group meeting on April 20. Brian led the meeting and started by running a brainstorming session, asking participants what they think they need help with in their writing. It led to a long, productive conversation. After that, Brian led two impromptu writing sessions. The group also held two critique sessions, where they reviewed their fellow participants' work. Brian has moved the Summer 2017 sessions to Wednesday afternoons and hopes to grow the group.
- The Village Squares, a local square dancing club, joined us on April 20 for "This Ain't Your Dad's Square Dancing". Of the 15 people who participated, only one couple was new to the group, but they expressed an interest in continuing with the club. Caller Ken Burns and Mary Ann plan to try again in the fall when the weather is not as nice.
- Two patrons attended the Adult Coloring Group on April 21. Brian has moved it to Mondays during this newsletter cycle, in an effort to draw a bigger crowd.
- Sixteen people attended the Tuesday Morning Book Club on May 9. The group discussed My Brilliant Friend by Elena Ferrante.

3.1.1 Sponsor at least 2 programs a year that do not require visiting the building.

- Sixteen people joined Mary Ann on April 26 for the Tales You Can Taste Book Club to discuss Stealing Buddha's Dinner by Bich Minh Nguyen.
- On May 3, nine people joined Mary Ann at the new Red Brick Café in Baroda for a Head-to-Head Trivia Challenge. We'll offer this outreach on the first Wednesday of each month through the summer newsletter cycle.

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

- Family and Baby Story Time programs have had much success in April. Attendance to Story Times in the month of April was 668 patrons. This is down by just under two hundred attendees, which might have been due to the fact that April had some nicer weather than the previous months. We read about baby animals, eggs and what hatches, creepy crawly bugs, and caterpillars & butterflies.
- Rosetta's House for April had underground bugs for the children to discover. May now has the spring flying insects.

3.2.6 Investigate outreach programming for children in service area.

- Mary Ann's S.T.E.A.M. Locomotion drew 20 at Spring Lake, 41 at the YMCA, and 43 at the YMCA's afterschool program at Roosevelt Elementary. The kids at Spring Lake took part in a Tower Building Challenge, and the YMCA kids finally finished their coding projects.

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.

- Eleven 'tweens participated in Mary Ann's 'Tween Tomes Book Club. The featured book was the Newbery Award winning Wonder by R. J. Polacio.

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.

- Junior Friends registration is open from May 1-31. Hollie has put applications at both the Circulation and Children's Desks. Teens may register online with EventKeeper.
- Teens are currently voting for the Thumbs Up! Award through the Michigan Library Association. Hollie made paper ballots and placed them in the Teen Area along with a

display of some of the nominated titles. She is also talking with teens about voting online through MLA's website. Voting ends May 31.

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 eight at The Pine Ridge Center.

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.

- The plush décor has been added to the Easy Fiction sections. Popular plush characters are assigned to sections with call numbers on their tags. This gives children a visual aid in finding the corresponding books and adds the excitement of a new toy to play with at the library.

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 April, 1245 patrons visited Rosetta's House in the month of April. In order to generate excitement and keep the environment fresh for the patrons, Sherri resets the theme often. Our current theme is Butterflies and Bugs. We have even added a play Entomology Lab so children may learn more about the anatomy of the insects.

Goal 5: We will market the library to increase awareness and interest in using the library's programs and services among those in our service area.

- Brian ran our first Marketing Committee meeting on April 26. He stated that the purpose of the group was not to replace Hollie in her role as the main marketing person on staff but rather to help and support her by discussing ideas, to spread out the workload, and to get more staff input in marketing activities. Hollie then told the group about what she is already doing to market library programs and services. Other staff members discussed their activities too. Following that, the group discussed several marketing topics before Brian closed the meeting by telling staff to think about how we want to market the Summer Reading Program to the community this year.

5.2 We will use at least 3 innovative media channels, such as social media to increase awareness of, interest in, and use of the library by 2% each year.

- On May 10, Brian was on The Coast Social Network during the 98.3 FM morning show to discuss the Self-Published Authors Open House that will be at the library on May 22. Brian also distributed a flyer to promote the event on the Michlib-l listserv and gave the flyer to a few people associated with local writing groups. In addition, he promoted the event in the Yahoo! Group for the Chicago Writers Association, as he is a member.
- Brian wrote two new blog posts for our website. One is on how public libraries can help homeschooling families. The other is on how patrons save money when they use their public library.

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

- The staff has been participating in "huddles" a little after 9:00 a.m. each morning to discuss things that happened the previous day or to share announcements for the current day. Brian has called and led many of these meetings. He also continues to hold circulation meetings to keep staff up to date on circulation procedures and to remind staff of our policies.

- 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 the beginning and end of desk shifts, along with what to do during the shifts. This has been in place since February and seems to help staff keep a detailed focus when working the desk.
- Brian updated the instructional handout for checking book drops with the automated check-in system. He and Eric have also been working one-on-one with circulation staff to get them more comfortable with the new procedures. The transition is taking time, as was expected, but is going well. Staff has been telling patrons to return items one at a time at checkout, including the use of quarter-sheet reminders. We also put an announcement in the newsletter for this.
- Brian is training staff in checkout and returning procedures for Kindles, including the use of an instructional handout.

6.2.2 Work with the Friends of the Library to ensure that there is adequate funding, advocacy and volunteers for library services.

- Brian and Hollie worked with Carol Reigle to get an Amazon Smile link on our website. Patrons who shop on Amazon after clicking this link will see a portion of the amount of their purchase go to the Friends as a donation.

FOR THE GOOD OF THE LIBRARY

Mary Hill received word that Mary Sunblad's husband passed away. The board will send a condolence card.

Now that the weather has improved, the parking lot will be repainted by Jim & Sons without charge.

The audit is coming in the next couple of weeks.

Adjournment: 8:25 .m.

Next Board meeting is June 20, 2017

Respectfully submitted,

Pauline Yost, Acting Secretary