

**BAYPORT PUBLIC LIBRARY BOARD MINUTES:** October 17, 2017

**PRESENT:** Sara Wagner, Mary Ostertag, Jill Smith (Library Director), Pam Johnson, Connie Carlson (Council Rep)

**ABSENT:** Erin Crowder, Linda Walters

**GUESTS:** None

**CALL TO ORDER:** Meeting was called to order by Sara W. at 6:05 PM.

**PETITIONS TO CHAIR/VISITORS:** None

**ADOPTION/AMENDMENT TO THE AGENDA:** Motion to accept the agenda with the addition of the item Noon Year's Eve to New Business by Sara W., 2<sup>nd</sup> by Pam J. Motion carried.

**APPROVAL OF BILLS & RECEIPTS:**

**Bills:** Nothing out of the ordinary. The carpets were cleaned and will get bill next month. Motion to approve bills for payment by Sara W. Second by Mary O. Motion carried.

**Receipts**

- **36220 Rental Income:** \$540 invoiced and \$300 in future bookings.

Motion to deposit receipts into the City of Bayport Library Fund by Sara W., second by Mary O. Motion carried.

**APPROVAL OF MINUTES:** Motion to approve September minutes by Sara W., second by Pam J. Motion carried.

**PRESIDENT'S REPORT:** Sara thanked Jill for doing Trolley storytime. Jill and Sara are going to be visiting the River Falls Public Library. They have a unique arrangement with the school. Sara also shared that next year Jill will be chair of the Public Library Division of MLA. She will be working with the MN Literacy Council on Vista sights. The Vista program is Volunteers in Service to America. The October library log is online-and very cool.

**FOUNDATION FOR BPL REPORT:**

- Meeting October 23<sup>rd</sup> at Not Justa Bar.
- More information at the November meeting.

**DIRECTOR'S REPORT:**

- As submitted (see attached)
- Additional comments:
  - Jill talked to Adam about doing an RFP for cleaning service.
  - There will probably be another Stuffed Animal Sleepover, maybe do a daytime one for kids who want to have their stuffed animal with them at night.

- The Snake Discovery program was great; will have it back next summer or over spring break.
- Jill talked to Adam about a meeting room attendee plugging in their electric car to the library's outdoor outlet—with the cord stretched across the sidewalk near the door. The city is also dealing with that—with an RV at a park shelter.
- MLA Annual Conference-additional information: Jill is hoping to connect with the communications specialist at the Rochester Public Library to get more help on marketing and branding; Jill looks forward to being on the selection team for sessions for next year's conference.
- Looking to winter program: Immigrants-not just recent, but earlier, our ancestors; A Good Time for the Truth-essays on race by MN authors.

## **STRATEGIC PLAN:**

### **Notes from Review of progress on Strategic Plan**

#### **Goal 1: Building & Collections**

##### **Goal 1-Strategy 1: Restructure open hours to maximize staffing patterns and hours**

- Completed; hours may be added for Summer 2018.

##### **Goal 1-Strategy 2: Work with a consultant/architect to reconfigure the first floor space**

- Biggest task left incomplete and will be focus for the Library in 2018.

##### **Goal 1-Strategy 3: Explore alternative, expanded uses of the basement and the 2<sup>nd</sup> floor**

- Like Strategy 2, part of biggest task left.

##### **Goal 1-Strategy 4: Develop the outdoor space to attract more people to the Library, including adding more effective signage**

- Some signage added; looking at sign for 5<sup>th</sup> Ave side.

##### **Goal 1-Strategy 5: Focus the collection and implement a technology plan to increase use and maximize space**

- Weeded collection; updated website; self-check added.
- New computers are purchased, but not installed; communication problem with Washington Co.

#### **Goal 2: Community, Programs & Partnerships**

##### **Goal 2-Strategy 1: Develop new, or expand current, partnerships in order to add resources to the library and increase awareness in the community**

- Working to partner with Stillwater Schools, BCAL, Bayport Senior Center, Croixdale, and Stillwater Library.

##### **Goal 2-Strategy 2: Create an annual programming plan to address community needs and Library goals**

- Plan for 2018 in December.

##### **Goal 2-Strategy 3: Enhance teen programming and collections**

- Engaging with teens as volunteers and increased collection size; need to improve programming options.

##### **Goal 2-Strategy 4: Expand existing collaborative relationship with local schools.**

- Working well with Andersen Elementary, especially pre-K--grade 2; have to work on involvement with older kids.

##### **Goal 2-Strategy 5: Create an ongoing forum for Bayport leaders and community engagement**

- Maybe having cookies once/month starting in 2018.

- Have Café Philo present at MLA conference if/when it is nearby.

**Goal 3: Public Awareness**

**Goal 3-Strategy 1: Create and implement a marketing plan to increase the visibility of the Library and awareness of the varied ways people can use the library.**

- Created a specific plan to reach out to Inspiration neighborhood.
- Still have to create a stronger brand and stronger look.

**Goal 3-Strategy 2: Increase public awareness of Library services to build community and position the Library as the hub of the city.**

- Through contact at the City and local business groups, we are increasing awareness of the Library in the community.

**Goal 3-Strategy 4: Use marketing to increase fundraising and other private support.**

- Good positive programming at the library is a good step!

**Goal 4-Foundation & Volunteers**

**Goal 4-Strategy 1: Grow and expand the Foundation Board.**

- Some strong people have left.

**Goal 4-Strategy 2: Increase the visibility of the Foundation in the community and at the Library**

**And**

**Goal 4-Strategy 3: Increase the Foundation’s annual support to the Library**

- Add a publicity committee

**Goal 4-Strategy 4: Create a Library Volunteer Management and Growth Plan**

- Substantial progress has been made with the volunteer coordinator.

**COMMITTEE REPORTS:**

- None met

**COUNCIL REP REPORT:**

- New playground equipment installed at Barkers Alps. The swings will be put back up when cleaned up; they are the only old equipment left.
- The street project is ongoing.
- Mel retires at the end of the year; the city is going to hire a new city employee, so back up to four.

**BUSINESS:**

**OLD**

- **Bylaws:** Sara W. made a motion to accept the bylaws as updated on 10/17/17, second by Pam J. Motion carried.
- **Policy on Access to Materials:** Sara W. made a motion to accept the policy as updated on 10/17/17, second by Mary O. Motion carried.

**NEW**

- **Library Fee Schedule:** Sara W. made a motion to accept the 2017 fee schedule, second by Mary O. Motion carried.
- **Policy Review Schedule:** Sara W. made a motion to accept the Policy Review Schedule with the Retention policy to be scheduled, second by Pam J. Motion carried.

- **Step increase for Clerk III:** With a roll call vote of board members present, the step increase was approved.
- **Noon Year's Eve:** Sara W. made a motion to have the library open on Sunday, December 31, 2017 from 11:00 a.m. to 1:00 p.m. for Noon Year's Eve, second by Pam J. Motion carried.

**ADJOURN:** There being no other business, Sara W. made a motion to adjourn at 7:28, second by Pam J. Motion carried. Meeting adjourned.

**Next meeting: November 21 @ 6:00 PM.**

### **Director's Report for October 2017**

#### **Programming**

We have had a busy slate of fall programs in the past month. In our other Legacy funded program, 20 people attended the Sing a Storytime with the Minnesota Opera, including a class from the preschool. All of the attendees were very appreciative of this unique storytime experience. We had 10 students attend the September painting class and created fall masterpieces! Registration is at 14 for next Wednesday's Halloween painting class. Eight stuffed animals spent the night at our first Stuffed Animal Sleepover. Teen volunteers had a great time taking pictures of the animal adventures! About 25 people attended the Snake Discovery program, and even more stopped by at the end to hold the snakes! Emily did an excellent job with the presentation, keeping it both entertaining and educational.

Our next upcoming event is:

Spooky Basement – Tuesday, October 31, 4:00 pm – 6:00 pm

#### **Community**

We are exploring a partnership to serve students in their school age care program next summer to connect them with the Library's Summer Reading Program.

We hosted the September Lunch and Learn Event for the Greater Stillwater Chamber of Commerce on Wednesday, September 27, and 28 people attended. I made a connection with Washington County's Open To Business group.

We had a table at the Halloween Farmer's Market, and were able to publicize the Spooky Basement and other library events.

#### **Website/Facebook**

Website use dropped slightly to about 19 users a day and about 400 a month visiting the site. Hours and locations and events are still the most visited pages. Most of the sessions last a very short time, which I think indicates that they are checking the catalog and leaving our page, or just checking our hours or for event details very quickly.

Facebook Summary: We have 301 likes (up 7 since last month); over the past 28 days, we have reached 2313 people, up 106% from last month, with 196 post engagements, up 123% from last month. The post about the stuffed animal sleepover had a reach of 1902 people - the most we have had for any post, a regular post is about 200.

#### **Other**

To report: One of our meeting room attendees plugged in their electric car to our outdoor outlet. As the cord was stretched across the sidewalk near the door, I did not allow it to be plugged in while we were open. We may want to explore other options for charging in the future, and ways to protect that outlet.

#### **Minnesota Library Association Annual Conference Report**

The Annual Conference was a mixed bag for me this year. The theme was Radical Librarianship, and while I do see the importance of social justice for our patrons, the emphasis of the conference seemed to be on personal development, while I am more interested in learning about new ideas I can implement at the Bayport Public Library. The most impressive sessions to me were the ones about marketing and branding presented by the communications specialist at the Rochester Public Library. I also really enjoyed a session on nature based programming for children, and I'm already working on plans for more nature programming with the youth services manager at Stillwater Library. Most disappointing were sessions on fundraising and STEM-based after school programming. I also really enjoyed hearing more about the MNWrites, MNReads self-publishing program that is going to be offered in MELSA libraries in 2018. I also attended sessions on services for the blind, state library services update, project management, and intellectual freedom. Keynote speakers were Alicia Sojourner from the YWCA, who talked about intentional inclusion and Dr. Safiya Umoja Noble, who talked about how much of the digital world is bought and sold while being presented to us as neutral, and how librarians can really provide a neutral place for finding information. As the PLD Chair, I will serve on the association board next year as they work on a strategic plan, which will be an exciting opportunity, and I will also get to be part of the team that selects sessions for the annual conference. Next year's conference will take place in St. Cloud October 11-12.