

**Minutes**  
**Springfield Library Board**  
**October 6, 2020**

**Attending:** Kristine, Clyde, Heather, Linda, Mary Beth, Amy, Ralene, Angela

**Absent:** Lyn

**Council Liaison:** Sean

**Staff:** Emily; Mindi Linder

1. **Call to Order**--Linda @5:33 pm

2. **Business from the Audience**

None

3. **Approval of the Minutes**

Ralene moved to approve the minutes; Linda second.

4. **Communications**

None

5. **Library Director's Report**

**Mindi Linder, new Outreach Specialist** hired in August. Outreach includes book distribution in food boxes, different communities, Cornerstone Community Housing, Lane Housing Authority, Also hoping to get library info out through the Springfield School district via Seesaw. Riverbend Hospital has workers who support young children, offering resources and activities who are experiencing care, partnering with them to give books and library promotional resources to hand out to families each month. Successful meeting with CARES, who represents the LatinX community; consult on some challenges they are facing.

- Dia de Los Muertos; planning with physical distancing, masks. Individuals can access build-your-own altar kits with curbside pickup. Local LatinX community Artist workshop via youtube channel. Downtown and around town businesses are participating; hosting an altar on the outside of their businesses for people to support from a distance. Can also do a self-guided tour if people don't want to participate that actual evening.

**LAFCON debrief:** Emily, Linda and 4 members of the staff attended Library Advocacy and Fundraising conference; Every session was helpful.

- TAKEAWAYS:

- Users vs. supporters of libraries can be very different people. It is important to engage those members of the community who support the library and think it's important, but don't necessarily use the library and educate them. Focus on targeted messaging to smaller groups instead of one large message for all.
- Another goal is to create an Ambassadors program; influencers in the local community who can share on their social media page.
- Annual Report: to highlight the major things library has done throughout the year. Possibly do a mass mailing

6. **Old Business**

**Community Survey:** began with discussing methods for getting it distributed. Some of the pre-Covid methods discussed aren't available to us anymore; many of them were in-person events. Focus of the survey is mostly for community members; some patrons will fill it out, but mostly we are trying to figure out why people don't use the library. Some of the questions will need to be re-worded for people to think how they used the library pre-COVID.

- How to distribute digital link? Willamalane Newsletter, School district (PeachJar), Library facebook page, Springfield Fire Dept social media page,
- Clyde to update the language in the survey for questions; Kristine to write an introduction to describe what the survey is
- Goal to begin distribution mid-October

**Digital card fee discussion:** Emily sent out supplemental information to further explain the fee for the digital card. Last meeting it was discussed that \$60 was too high, a suggestion was to make it \$45, as well as not having the monthly fee surpassing the total fee.

- There have been 700 temp cards issued during Covid; will expire in December.
- Discussion that was the digital card needs to be valuable; if services offered with card are  $\frac{2}{3}$  of the services provided, then the price should be  $\frac{2}{3}$  of the yearly cost of \$90, which is \$60
- Perhaps there could be a scholarship fund;
- Kristine motioned to approve the Digital card fee at \$60/year or \$5/month; Ralene seconded. All voted in the positive

#### **Website**

**Yard sign campaign--update:** have arrived! Will be distributed curbside soon; Emily will send out email to let us know when they're ready to go

**New on-line services:** no update

#### 7. **New Business**

**Books and Brew online fundraiser package ideas:** \$50/\$100/\$250 price point. Ideas are glasses with swag inside, trivia night kickoff. Typically held the last Saturday in January.

Kristine moved to adjourn the meeting, Clyde seconded. The meeting closed at 7:03 PM

Next meeting: November 3, 2020

Respectfully Submitted,  
Kristine Fuller