

Minutes

Springfield Library Board

February 2, 2021

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

Absent:

Council Liaison: Sean

Staff: Emily

1. **Called to Order** by Linda @5:36 pm – changes to the agenda:

Board changes: Congratulations and Farewell moved from Communications to New Business; minutes vs recording added to New Business.

2. **Business from the Audience**

None

3. **Approval of the Minutes**

Ralene moved to approve the minutes; seconded by Angela.

4. **Communications:** Moved to Board Changes in New Business

- Congratulations to Mayor VanGordon
- Farewell to Amy Lyons

5. **Library Director's Report – Sent Prior to Meeting**

- Discussion:

Budget reduction: Reduced from general fund by \$20K. Periodicals budget – this was a focus because they aren't accessed as much during COVID; talking about reducing those numbers and have only a browsing collection. The Audio/Visual line item is moving to the book budget so we still have same money going to AV, but moving it as reallocation. Library Xerox – a step in tightening up our internal expenses. Travel budget reduction makes sense during the pandemic; typically it was used to send staff to State Library conference and other library meetings regionally. We will seek that in future from the Gift & Memorial fund. Postage is reduced due to digital communications; other supplies also not in as much use. The majority of programming dollars come from Gift & Memorial fund and grants, so there was no reduction there.

Covid Services: Ralene: *Why are curbside hours so limited?*

Emily: Physical set up of our location makes this intensive; we do have some other flexible appointments.

Staffing also plays into this; we have a general time and don't have to book so many individual appointments, so we can run this with a very lean crew. It is definitely busy; 58 people today.

Angela: on Covid Services – *I noticed a high number of no shows for computer appointments. Is that typical even in non-Covid times?*

Emily: We are tracking this, but so far, not a lot of repeat no shows. We do watch for abuse of the appointment.

Carolyn: *Is there a way to cancel if not showing up?*

Emily: Email or call.

Books & Brew was a great success! Final numbers are still not calculated but we are close to our goal of \$30,000 (gross). It takes a while to get to the net proceeds number, as we receive bills on costs. We will post to Foundation website as we finalize.

- The Trivia Night Finale was sold out and **Clyde and Tracy Berry did a great job hosting**.
- The pet pageant was a success and if you haven't see the video here is the link:
https://www.youtube.com/watch?v=gIJT_Kt1Dvo

Plan to reduce material quarantine time to 24 hrs:

This will be less physical for staff- and it reduces the amount of time books/materials are on people's cards.

Amy: *Do the librarians feel encouraged by activity? Does it feel like a lot?*

Emily: Everything still takes twice as much work right now.

6. **Old Business**

- Community Survey: We reached 248 entries and then it slowed down. We will be considering this first English language version the Q1 survey. For Q2, the Advisory Board discussed developing a Spanish language version.

Background: Downtown Languages asked about having the survey in Spanish. Clyde agreed to develop off a translation that **Heather** will work with **Antonio** to develop; we will want Downtown Languages' help in distribution. **Carolyn** asked about the newsletter distribution; **Emily** noted that patrons opt in to that distribution.

Kristine noted that the focus was trying to get our non-users (people who won't be library patrons yet) to participate in filling it out.

- Linda did contact Willamalane.
 - Amy contacted Jenna at the School district – pending. PeachJar plus another request to include in social media or web.
 - Emily will talk to Chris of Carry It Forward.
 - Angela contacted Downtown languages.
 - Emily will reach out to the Rotary group.
 - Emily did reach out to the Springfield Museum.
 - DHS (Kelly Z. the president of adoptive services) – Mindy.
 - Kristine contacted a local women's Facebook group.
 - Sean will contact The Springfield Chamber.
 - Ralene said SUB could not do the newsletter; they would promote in social media.
 - Mary Beth posted to Eugene Springfield Resources and contacted Sanipac.
 - Amy posted to NextDoor; Emily suggests re-posting there. Amy also contacted Rainbow Water. Heather will follow up with Rainbow.
- **New on-line services survey** -- This is still on hold
 - **Setting a schedule for the City Council Business from the Audience:**
Heather's topics before Council: FESAL and Curbside pickup as a library pivot in pandemic times.
Gave the numbers for items checked out curbside and checked out overall. Both Emily and Sean felt it went well.
Determine in March what the meeting schedule ahead looks like for Council.
 - **FESAL funding** was received from the school district – we celebrated, and the group noted that because it was a one-time gift, we will need to continue to find ways to communicate about it and elevate the annual need.
 - State Statistics –questions/comments 2018-2020 (table for March)
 - **Minute taker assignments and procedure:** March: Ralene
 - April: Kristine
 - May: Mary-Beth
 - June: Angela

7. **New Business:**

- **Nominations for chair and vice-chair**

Three people were nominated: Angela, Clyde, and Ralene. Ralene deferred, and moved that we vote to elect Clyde as Advisory Board Chair; and Angela as Vice Chair. Kristine seconded the motion; the vote to elect the new positions was unanimous at eight voting members. Election of officers approved. Congratulations!

- **Board Changes:** Farewell, to Amy. The entire group thanked her for fabulous ideas and wonderful energy. Good luck! Emily noted that with the consolidated recruitment process, Amy's position will stay open until the Fall.

Congratulations to Mayor Van Gordon. The Advisory Board thinks it is great to have a Library supporter in the Mayor position. What will be happening to our liaison position?

Sean: I will appoint the liaison –after a new council position is filled by March 1; then we will redo the council appointments mid-March. It is likely I will attend our March meeting.

- By-laws overview and any updates – edits in the document suggested by the board; Emily entered for draft to be reviewed in March.
- **Recording vs minute taking** - Sean suggested that we take meeting recordings for the time being, rather than having anyone assigned to take minutes. The videos would need to become part of the public record. Will need to revisit. Clyde appreciates reading the minutes; quickly remind/digest review. Watching a video is not an efficient review.
- Before the Ballot discussion (30 minutes)
 - Chapter 10 – messaging. Angela: Progressive vs. Conservative language. The idea of partisan overlay on being a library supporter. Also struck by the pointed deliberate way selecting data.
 - Emily concurred: Language is very important; it is true that those who work in the library may have liberal attitudes; however, it's our charge to represent all ideas, regardless of orienting philosophy
 - Clyde was struck with not talking about hey look at how much we are doing with so little...but instead, marketing the message that we have had to selectively choose services to conserve resources.
 - Heather gave the example of teachers who were inundated with the reduction or “cuts” message; but public didn't ever develop an awareness of the sacrifices.
 - Mary Beth: Choosing visible ways to demonstrate the lack of support with the disappearance of something like the magazine collection. Heather: This could galvanize users to get them to speak up.
 - Sean: Fascinating conversation; how to find the balance of spending energy on what matters, but not getting wrapped up on areas we can't make progress.
 - Emily: Verb suggested that libraries get used to promoting what a good value they provide on a shoestring; but really we need to concentrate on the presentation of the value message. Are we going for this because we can't provide these things without it...or because
 - Ralene: I hadn't thought about libraries as being liberal. In a library I worked in, a conservative librarian held business breakfasts and pointed out all the different business resources. This got a lot of those people involved in the library. Reading this book, it was totally addressing that group.
 - Angela: I thought the conservative/liberal views were reductive. For conservative, culture and literacy are important; conservation of culture is a common ground with the library.
 - Carolyn: I don't see it as partisan; but it is a government resource; we do need to show the “well spent” investment because it is for everyone.
 - Clyde: How does the library reach out to the small business community? Ralene's anecdote rings true.
 - Emily: Mark is the business outreach librarian; some focus on downtown but also reaches out to other areas; he and the director interact with the Chamber.
 - Clyde: Any reporting available on business outreach? Emily: Mark has some stats; we do programming that touches the downtown businesses. When we are open to the public we do talk about the foot traffic we generate (non-Covid).

- Emily: Segmenting audiences/outreach/data: Library Foundation is looking at hiring for some of the admin work for the Foundation. Some of this month's reading seems like it might fall into that position's potential duties. Fern Ridge uses a consultant for the same thing. Do we want to keep reading or unpack some of the detail?
- Angela would vote for more discussion; Carolyn needs time to catch up; Clyde is finding previous sections need recapture and uptake as we are looking at the deeper strategies. Two sections remain: Ch 12-16 plus conclusion.

8. Announcements

- **Sean:** State of the City will be all online this year. **Feb 17th on city's social media site**
{30 min long}
- **Emily:** **40th year of the bookmark contest**; those were presented to City Council last night. A positive part of the meeting.
- Videos for B&B are entertaining – *Library in Covid Times* and *Life of a Library Book...*

Meeting adjourned at 7:20 PM

Next meeting March 2, 2020

Respectfully submitted,

Linda Mears