

SPRINGFIELD PUBLIC LIBRARY
Advisory Board Meeting Minutes
August 6, 2019

Attending: Linda, Ralene, Clyde, Kristine, Heather, Sean
Staff: Emily
Visitor: Lynn

1. Call to Order/Changes in the Agenda

Linda called the meeting to order at 5:35. Seconded by Ralene.

2. Business from the Audience

Lynn (visitor) attended to learn more about the advisory board.

3. Approval of Minutes

Linda moves to make 2 corrections – “no communications” noted in item 4; and spello (nays) under FESAL vote; Clyde approved. Kristine followed up on the long overdue process plan.

4. Communications

There were no communications.

5. Library Director report

- Remote book drops update: Book drops now have the library and book quote art (4 per book drop) affixed (“When in doubt, go to the library.”—JK Rowling; Ursula LeGuin; Rita May Brown, others, Dr.Suess, etc.) Fire courier will complete the trial run of the book drop pickup and transport to the library until end of September (9.30.19); library will next add 3 hours to a new staff person to take over the pickup process. We are thankful for the Fire and Safety staff couriers who
- Auto-renewals: September 1, 2019. Letters will be triggered by the ILS database system. Also generates a notification if a hold caused a non-renewal (plus the 2-day grace period). Defaults to email for notification. Working on signage and language for instruction.
- Strategic Plan Review: Currently doing the Strategic Plan Review. One tactic under Museum Collection; photo collection digitization needs more time. “Make museum archival materials more accessible; entire collection by 2025.” Language also added re: Downtown revitalization.
- FESAL card funding: For Every Student a Library (formerly LSTA). Request for \$5,000 to Springfield Rotary; request to SEF (Springfield Education Foundation) for additional funding ongoing. Team Springfield request was \$10,000. Letter to all in that program about renewing the card. All students in any sort of alternative or homeschool program

but living within district now included.

- Outreach Recruitment: Part time (16 hrs /week) limited duration for grant for temporary bus passes (LTD reduced rate; grant funded) for transportation to the library. Research Had great response with amazing pool of 38 applications, with potential. Interviews to have the person in place by Sept 3, 2019. Cami Romig on the hiring committee; Laura Wiess helped review the grant. Title 1 Schools.
- Library Board & Museum Committee recruitments: Open for applications! Term length discussed; may need to take this to council in terms of staggering the terms.

6. Old Business

- Library Board Charge: We can change the charge; does not have to go through City Council. Rules of Governance review – numbers of board members, other language to be updated.
- Remote book drops – **Promotion** and **engaging** East Springfield.
New laptops will make it easier to do remote registration – a greater possibility once these are purchased (event tabling for remote registration; Heather suggested a poster for community bulletin boards at groceries, etc.) featuring the remote book drops. Emily will have staff design a poster. Dynamic boards: Mark Riddle is charged with promoting the business-library connection. Winter rotation spots. Beanstack: business badges feature the location. Museum, Grocery Outlet, 100 Mile Bakery, Planktown, Main Street Market...(Business Badges - Next year: Thurston badges. There are Thurston parks...) **Movies in the park** –library attends these; is there a Thurston location/event, can Foundation sponsor?

We serve East Springfield; illustrated by three concepts – the remote drops; stories in the park; FESAL; other. programming touchpoint; stories in the park

Map of the city with pins – patrons are self identifying. People could pair up with the outreach events...Pair up with staff to learn/assist with registration.

Do more of the event registration/outreach: Attended Noche Cultural, Willamalane events...table /booth features display themes – Spanish, English; some character art (Spider Man, Harry Potter, teen vs. youth topics)...Friends have been volunteering to assist; Emily will send email to advisory board and Lucinda to see where we can match up for registration efforts. Try to do two. If advisory board will assist directly with registration form, training will be provided.

- Oregon State Library Standards: Review tabled; one additional section.
- Community Survey: Emily distributed sample survey. She also has an earlier survey from 2009. Talked about the City doing a survey as well. It will be more about who Springfield is than about City services; broader branding vision. So we are still interested

in doing a services based survey. We just need to stay in communication with the City re: timing. Survey subcommittee recommended; probing why people are not using the library. Is there a series of questions that educate as well as rank. Discussion favored ranking rather than supplying value terms like “excellent” “poor”, etc. Goals include promoting the library; but also collecting data to help focus most valued surveys.

Linda moved to form a **survey subcommittee**; **Ralene seconded**; coordination to commence by email.

Prize entry for raffles? Users and non-users. Cash or gift card? Local or Visa?

Discussion on the efficacy of a prize vs. our appeal for support. Can direct prizes back to the library? Collect email contact to “keep me informed...”

7. New Business:

- **Website** Update – Clyde shared that the website page is still not up. Group took photo for this page.
- **New Library Information Tri-Fold**: Emily distributed samples.
- **Museum**: Public House fundraiser raised \$500; added more items to children’s area.

8. Announcements:

- Summer Reading participation showing good engagement at over 3,000 but down in pre-reader, younger children (digital focus has changed it for some ages), and signup is different.
- Next Meeting – September 10, 2019.

Motion to adjourn the meeting forwarded at 6:55 PM by Linda and Seconded by Kristine.

Respectfully submitted,
Linda Mears