

Minutes

Springfield Library Board

December 1, 2020

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

Absent: Angela

Council Liaison: Sean

Staff: Emily

1. **Call to Order**--Linda @5:30 pm

2. **Business from the Audience**

3. **Approval of the Minutes**

Clyde moved to approve the minutes; seconded by Heather

4. **Communications**

None

5. **Library Director's Report**

- **The Season of Light programming Jan – March, 2021** Call to artists Illumination: The City of Springfield through its cultural institutions, the Springfield Public Library and Springfield History Museum, with support from the Springfield Arts Commission, invite artists who live or work in the Springfield-Eugene area to develop proposals for luminaries that explore, express or reflect on the core exhibition concepts, utilizing both traditional and innovative materials. Up to six (6) artists will be selected to receive \$250 each, to design, construct and submit luminaries as part of a storefront window exhibition in January, 2021.
- **DIY Luminaria Kits** Springfield Public Library invites families to pick up a luminaria (traditional candle and paper-bag lanterns) kit during Curbside Pickup Service. We encourage participants to showcase their luminaria in their windows, on porches, and at the front doors of their homes during these darkest days of the year to help bring light into our community.
- **Winter Reading Program A** relaxed reading program consisting of reading challenges, scavenger hunts and rewards to inspire readers during our rainy winter months. This includes the KINDword challenge where participants will find words that bring joy to local businesses.
- **Give Light - A partnership with Carry It Forward** During this dark season, especially in the midst of a global pandemic, it is a good reminder that gratitude brings light to our lives. Many of us have much to be thankful for, while many in our community are struggling. City of Springfield in partnership with Carry It Forward invites you to Give Light to someone less fortunate by donating basic, life-saving supplies: specifically warm socks, hats, gloves, as well as hand and foot warmers. Donations can be made at any Springfield Library book drop, Library curbside pickup and at participating businesses.
- **The MillsDavis Grant** which funds the Get On Board program is due at the end of December. We are writing a grant to extend the program for another year. The grant-funded program changed quite a bit this past year and we will be writing it to include more direct outreach with the schools, but also many other agencies and organizations in town to give away books and get card applications out. We may also include an ask for laptops and/or notepads to circulate. Current stats for outreach for this program are:
 - 419 books with outreach flyers for library cards have been distributed through the following partners
 - FOOD for Lane County
 - The Shepherd's Table at St. John's
 - One Hope Network
 - Catholic Community Services
 - Head Start of Lane County, Regions 2 & 7

- Escudo Latino
 - Arc of Lane County - CARES Center
 - Signup new users directly and distribute cards
 - PeaceHealth RiverBend Hospital
 - Book distribution plus ecard dist.
 - Springfield School District
 - Cornerstone Community Housing (TBD)
- **Library card appointments via ZOOM:** We will be making appointments for patrons to confirm their ID and address in order to change their digital cards to full access cards. We are working out the final tech pieces with Libcal and Zoom, and then we will be sending out emails to all the digital card patrons to set up appointments. That should be happening by the end of the week.
 - **Library service adjustment during the COVID freeze:** We shut down computer appointments for a few days, but reopened with four appointments per hour versus six starting November 20, 2020. We have very safe protocols in place and the Governor's office has said that libraries can use the guidelines that have been given to retail locations, so reduction of capacity. We are continuing with curbside as usual.
 - **Another new program** will be a Library Ambassadors program; individuals who are supporters of the library using social media use their voice in promoting library programs and services

6. Old Business

- **Community Survey:** needed to pull back the distribution of the survey since it was in conflict with the freeze order; but Dec 1 the survey went back up on the website; Clyde fixed some links. The link to the survey should go out on social media later this week.
- **New on-line services survey** (on hold)
- **Setting a schedule for the City Council Business from the Audience:** Thank you to Clyde for attending the city council meeting to represent the board. Sean recommended that we attend and report quarterly. Linda suggested that it is important to make sure we have something new to report when attending. Emily reported that a talking point for next meeting could be remote printing. Next meeting to present would be in February. Heather volunteered to present at the February meeting.
 - A sub-discussion was to create videos for social media, possibly highlighted on the city's social media page; suggestion to focus on librarians
- **FESAL funding letters to School Board:** Emily sent out talking points and information for board members to write emails. We should try and send them to each individual member of the board, and try not to make them form letters. Heather asked if we should also share the information to parents and PTOs and PTAs of schools for them to also share out the concern about the danger of the program going away due to lack of funding. Contact needs to be made to the vice-chair of the school board in order to get this information back on the agenda. There is currently no funding for the 2020-21 school year for this program. Emily has written grants and is hopeful that some of them will come through to help fund. Add to agenda for next month.
- **Digital cards** were supposed to be charged beginning in January; Emily asked for board's approval to hold off on charging for this until situation with pandemic takes a turn for the better. Clyde made a motion to approve; Mary-Beth seconded.
- **Motion was made** by Heather to allow 10 pages of remote printing for free, in order to avoid exchanging money during this time and to make printing easier for patrons. Linda seconded. All voted in the positive.

7. New Business:

- **Chair/Vice-chair terms:** Linda's term as chair will be ending at the end of December. By-laws are changing in order to make all by-laws for boards and committees to be the same; current term limits are 1 year for chair, and you can do it for 2 consecutive years. Linda has served as chair for 2 years. Clyde motioned to add the position of vice-chair; Mary-Beth motioned to extend the chair position three months.
- **Minute taker assignments and procedure:**
 - January: Clyde

February: Linda

March: Ralene

April: Kristine

May: Mary-Beth

June: Angela

● **Before the Ballot discussion (30 min)**

- Distinction between users and supporters
- Changing messaging; being challenged to go beyond our normal story
- Its necessary to get the messaging out before things are on the ballot; Covid has given so many shifts in regular life, it has allowed for different ways of thinking about library
- Emily chatted with John Stapleton from Pivot Architecture; Harwood Institute comes in to help with policy and change; taking a few steps back and asking the community what they need? Then assimilate the plans for future with what they need.
- Amy mentioned the success of the lawn signs and how that is “sprinkling” in the message and surfacing
- Helpful aspect of the book is distinguishing between marketing, surfacing and advertising.
- A couple of social media accounts who are successful at surfacing; perhaps observing and finding
- Homework assignment: *Answer questions on pg. 44 and send to Emily one week before the next meeting so she can send out answers with minutes so we can read in advance of the next meeting.*

Meeting adjourned at 7:16 PM

Next meeting January 5, 2020

Respectfully submitted,
Kristine Fuller