

MarLA Board Meeting Minutes -June 15, 2020 (via Zoom) 7:00 p.m.

Members Present: Beth Honetschlager, Lorelee di Lorenzo, Jim Maher, Christine Maefsky, Tom Omdahl, Ruth Ann Willius, Juanita Schodde, , Elaine Larson, Jan Hunton, Lynn Bjorkman, Max Smitten,

Members absent: Annie Minnich

Also in attendance: Gwen Roden

- Welcome and Call to Order - Jim
- Documentary Night Series for 2020-21 – Gayle and Paul
 - Asked about delaying the 2021 doc series because of COVID 19 needs; held in small space, filled to capacity, social event, older crowd. Brought it to MRAC Metro Regional Arts Council.
 - MRAC said could change the dates; change method of delivery, reduce the size of the crowd
 - Asked what would be the possibility of pausing the event and changing it to 2021. MRAC said that would work.
 - Question was asked, “Why not make it a virtual event?” Paul: while film could be watched on iPhone or computer, it would not be showing film in the way it should be. Most filmmakers have made their films for the big screen; small screen would not do them justice.
 - In the event something regarding COVID 19 restrictions did change, there might be some flexibility, although getting films needs lead time. Still, it could perhaps happen.
 - When we communicate with the community about why we did not go virtual, need to make it clear how we felt it would not be respecting the filmmakers or the efforts of the Marine Film Society. How doing so would present a reduced experience for our audience and less than we want to happen.
 - Paul will follow up with MRAC in the next couple of days to let them know we want to pause for 2020 and hold on to the money for next year’s application
 - With our not having the documentary film nights this season, it affords us some time to perhaps reach additional filmmakers for the future in different ways.
- Secretary’s Report - Christine

- May 11 meeting minutes approved
- Treasurer's Update - Lynn
 - A number of donations have come in – the Warren memorial and in memory of Betty Walquist
 - We are looking at cash needs of the remodel before talk about moving additional funds
 - Do we have a membership in the St. Croix River Association? Jim will check further to find out.
 - Do we have a credit card on file? If not, it might be a good addition as we do have charges (website, ZOOM, et al) that might be made easier with such a card.
- Committee Reports (just a few select committees here)
 - Adult Programming – Jim
 - Programs committee has not met for awhile
 - Was considering doing River Radio on Fourth of July; may ask Walter Mondale
 - But, Marine is going to do a parade on the morning of the Fourth
 - St. Croix Valley Arts Alliance is a new organization that is forming. It is focused on the performing arts. Jim will participate in a Zoom meeting with them this week.
 - Children's Programing - Ruth
 - Reading Incentive program update
 - We need more envelopes to mail out incentives; Lorelee will check with Sue Logan
 - The third week; first week 12 children reported, 36 on the second week; we have enough prizes to award 6 each week.
 - We donated money to local businesses and several of them gave us back above and beyond what we donated to them.
 - Challenge has been getting the incentives to the winners. (Thank you Megan!)
 - Goal is to give families a reminder that they can get kids' books through the Saturday morning requests. Need to get more children's books out.
 - We might try assembling grab bags by age group for families to pick up on Saturday mornings

- The original 5 or 6 people who started the Saturday morning order and pick ups are continuing to do it.
 - If we do grab bags, it would be helpful to have requests according to the age of kids earlier – maybe by Thursday
 - Elaine volunteered to work with Ruth on this.
 - We have to figure out how to give Saturday volunteers access to library email account so they can see what is being requested.
 - Chris Hanson can be asked to set level of access for different volunteers
 - Jim has been forwarding requests to volunteers; he is fine with continuing to do so. We're getting only 5 to 7 emails a week, but last minute requests call for those Saturday morning volunteers to have access.
 - We should do an email blast to let people know about this Saturday morning opportunity – both adults and children.
- Beach Blanket Bingo – Ruth
 - Since things are opening up, is now the time to have it in July?
 - We should have a written plan – social distancing, masks, hand sanitizer, waiver
 - Concerns Expressed:
 - What about people handling cards and tokens; they can be put in bags.
 - Who is responsible if something is transmitted?
 - Should people have to sign a waiver of responsibility?
 - What image are we presenting to those driving by when they see large numbers of people gathered in the park?
 - How do we control the size of the event?
 - After this discussion, general consensus was to not hold Blanket Bingo this summer.
- Other initiatives - Ruth
 - Science and Art Camp – have heard nothing yet about anyone getting refund from Brown Paper Tickets. What should we do?

- Sue Logan knows most about Brown Paper Tickets. Jim will contact her, but if it comes down to it and we can't get money back from them, we will refund money from our Library budget
 - Fourth of July parade will start at Judd and Berkeley Street at 10:45.— Megan Lapos has connected with the Fire Department and the City and they have OK'd a neighborhood parade. Socially distanced; no candy thrown; through the neighborhood so no congregating downtown. Does the Library want to be represented?
 - We could be sandwich board books. Or we could walk displaying posters from past events.
 - We have a banner that is 6' wide.
 - Max will ask some of his friends.
 - If anyone else wants to be part or to organize the library participation, call or email Ruth.
- Collections - Beth
 - 60 books have been ordered and should be at the Library
 - They are on the website as new additions to the catalog
 - Communications – Lorelee
 - Nothing to report at this time.
 - Operations - Jim
 - Saturday morning check-outs; 6 or 7 are now manageable, but if we got many more, it could be problematic.
 - Update on opening of library services – Washington County Library is not opening up more; we probably won't either.
 - Do we have people using our wifi from outside? Lorelee has put our password in the window so people can do so.
 - Some of our periodicals are just being recycled.
 - Website update – Juanita
 - Why a new website?
 - Need to mitigate the risks of digital hacking; secure our domain site
 - Our current website is 8 or 9 years old. Need to create a mobile friendly site
 - Need a refresh and an update

- How will it be done?
 - Work with Bjorn Hagstrom who will work with Chris Hanson and present 2 or 3 design frameworks for us to consider.
 - He will give a cost estimate.
 - Then the focus will be on content
- Elaine – content – some things will be done now; others will wait for a phase two
- Max is being asked to be a reviewer and tester for the site; will also want to have older folk to be reviewers
- When the Volunteer handbook is redone, it will be put on the website
- Bjorn will be more of the assist for our website; we've budgeted \$5,000 for the website work which he has said would be sufficient. We'll pay him half up front and then the balance when he is finished and we are satisfied.
- Tom made a motion to approve Bjorn as web designer; Loralee seconded. It was approved.
- Chris Hanson is stepping down from our web design

- Library Redesign Task Force (Tom, Mary Burke, Jim, Jan, Sue Logan, Tammy Newcome, Tod Drescher)

MCL Board Report for June 2020 – Jan Hunton

Huge thanks to Tod Drescher for his invaluable work in moving this forward!

Library Reception Redesign Survey summary and goals

- retain community living room atmosphere
- increase shelving space for adult collection as much as possible
- keep sight-lines for volunteers at the desk
- increase closed storage space
- balance wall space between storage cabinets and art displays, maintaining as much for art as possible.

Floor Plan summary:

- Volunteer desk is moved closer to entry for more immediate connection to patrons
- WA County machine is moved closer to hold shelf and entry door for ease of use

- Three storage cabinets are installed to help hold and organize library materials, Doc Night and Oscar Party equipment, children's program supplies, book group supplies, and other items as needed
 - center aisle of bookcases is moved to allow for one more shelf
 - Cabinet C2 could be swapped for an additional bookcase to house media (DVDs, audio books, CDs.) if this is deemed a higher priority
 - Display podium for Craig Blacklock book
 - Lower half of window behind Blacklock book treated with frosted film to protect book from UV rays and hide garbage receptacles.
 - Repair all three windows along south side so they are operable, more ventilation, fire code safety consideration.
 - Raise bench along south wall to 17" for more comfortable seating (currently at 12"), use existing pads. 5" space would be great for children's puzzles, small toys, adult jigsaw puzzles for an on-going community puzzle at drop-leaf table, etc.
 - Remove west two feet of duct to allow for C2 space, which will leave 4 ducts and more circulation than we currently have.
 - Move smaller bookcases to maintain a three-foot aisle around bookcases, three options for the two bookcases
 - Mount magazine racks on endcap of center aisle bookcases. Old issues could be placed on bottom shelf by entry door.
 - Marine book drop could be installed in hallway of Village Hall, emptying into a bin by volunteer desk, bypassing the need for our books to travel to WA county and back
 - Tod Drescher recommends an upgrade to lighting fixtures in ceiling: LED 2700K lights (around \$150 each, 8 total), dimmable, more lumens and 71% reduction in the operating costs, no plastic cover, no bugs/dirt accumulating. One of his recommended master electricians, Marni Patzer of Wausau Electric on Co. Rd. 4 east of Hugo could install these fixtures soon. Current fluorescent bulbs are difficult to replace, are a variety of colors, non-dimmable, and do not enhance the atmosphere.
 - All wires for the new computer location could be fished up the exterior wall, through dropped ceiling and down the interior wall to new locations vs. going through crawl space. That way everything is hidden.
 - Accessibility is assured.
 - Lynn will look into the Jordan Bequest for funds for the renovation. Need an estimate to present. Jim is not sure this is the right avenue.
 - Jim and Mary Burke will be looking into the Bequest in general.
 - Tom moved to approve the remodeling plan, Lynn seconded. All approved.
 - Jim will present this to the city council next month.
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- Loralee will bring it to the Restoration Society; talk them through it and show them the visuals. Jan will present to them.
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- Other Business
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- Next board meeting (August 17th)
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- Meeting adjourned at 8:53 p.m.

Respectfully submitted:

Christine Maefsky

Secretary