

Minutes
MarLA Board Meeting
June 21, 2021
7:00 p.m.
Via Zoom

Members Present: Beth Honetschlager, Jim Maher, Christine Maefsky, Elaine Larson, Lynn Bjorkman, Debra Smith, Jan Hunton, Max Smitten, Juanita Ikuta, Laurie Schmidt

Members Absent.: Mary Burke, Annie Minnich,

Also in attendance: Gwen Springsteen, Molly Sanford

Welcome and Call to Order – Jim

- Reading of Land Acknowledgement Statement - Jim
- Jim introduced Molly Sanford, a new community member who wants to learn more about the Library and what we do.

- Secretary's Report - Christine
 - Review and Accept Draft Minutes from 4/19/21 Meeting
 - Minutes unanimously approved

- Treasurer's Update - Lynn
 - Review of budget and financial position
 - Estate gift of \$10,000 is about to be given to Library
 - Jordan Bequest update - Jim
 - Nothing new to report; Jim will reach out to Washington County Library to get clarification

- Library Redesign Task Force Update - Jan
 - A few small things that need to be finished

- Committee Reports (just a few select committees here)

- Children's Programming - Debra
 - Update on Science and Art Camps - younger children June 14 - 18; older children June 21 - 25. Half days; enthusiastically attended.
 - Children's Reading Program - incentive reading again being conducted.
 - Michael Albert hosting a session of the summer camp and also doing an evening session for adults, Tuesday June 22, 5 - 7 p.m.
 - Storytime begins in July
 - Blanket Bingo - held one last Saturday and next one is scheduled for July 14th

- Operations Committee - Juanita
 - As we are reopening, the Operations Committee worked on a number of issues:
 - Mask policy for volunteers and guests - "Masks help protect our patrons and volunteers. Unvaccinated patrons are requested to wear masks. Volunteers will wear masks. Vaccinated patrons are encouraged to wear masks." This relies on the goodwill of both patrons and volunteers.
 - Volunteers can work together at their own discretion.
 - Updated plan for opening hours
 - Effective July 1st - expand library hours

- Monday 10 - 1:00 p.m.
 - Tuesday 4 - 7
 - Thursday 10 - 1:00 p.m.
 - Friday 4 -7:00 p.m.
 - Saturday 9:00 - 12:00
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- Limiting numbers of patrons - not thought to be a problem; no longer limited to one patron at a time.

 - Library space and equipment discussion
 - 2 of the double hung windows are still non-operational; do not open
 - Jim asked Jason; he thinks we should bring in someone with more expertise; perhaps that will be something the City can be involved with. Gwen thinks we should approach the city.
 - Jim will continue to work on it with the City.
 - Gwen suggested getting a couple of bids to bring to the Council.
 - Laurie raised the question about why the Library is having to take responsibility for building repair issues. No one seems to be 100% sure how this works. She thinks we should ask the City (the Landlord) to take the initiative for repair.
 - Jim noted that we are tenants with free rent so that while the City may pay for it, we can take the initiative to get things rolling for repair. We can try to get bids before the July 8th Council meeting.
 - Patron laptops - Mary will work with Celia to see

how to secure laptops

- Loralee will work with the Hardwood Creek Library to resolve issues we're having with the County computer; it is thought to be the slow internet at the Library. This is another reason we will be looking at updating the internet provider for the Library.
- Refresher training for general operations for Volunteers - Mary will continue to offer it; it will be done in person at the Library. At an upcoming in person Board meeting we should start early and offer the training for the Board.
- Jan and Loralee will update the Volunteer Manual.
- Loralee and Mary pointed out a potential security issue in that the rolodex of patron information is open and on the desk; it has now been put into a cabinet.
- Jim and Lynn have worked to secure donor data and now Juanita will be working in the fall to secure patron data
- Jim will manage the g-mail account.
- There will be a communication plan to announce the new hours and to update the website
- Want to minimize the visual clutter of signs around the Library.
- The bulletin board on the door is intended for some community announcements - want to eliminate the signs and announcements being put up with scotch tape.

- When the Library is closed, they are looking at putting a sign on the door about Library hours.
 - The Restoration Society is planning to paint parts of the Village Hall; hope it won't be done during our upcoming in person programs planned for Fall.
 - Janice volunteered to get another bulletin board for the outside of the door.
 - Community groups who have requests for books of particular topics should communicate them to the Library
 - Air flow is most important for COVID safety. Is there a fan we can put into the one working window to help circulation as the windows that do not open are hindering the flow; the Maefsky's are donating a window fan.
 - Gwen thinks the venting that was done by the city through COVID money may also help the Library; Jim will check with Lynnette about this.
 - Juanita pointed out that the furnace filter needs cleaning also. Need a new one and structure around the maintenance of it. Operations will be dealing with this.
 - Any Budget needs of the Operations Committee can be requested of the Treasurer
- Adult Programming - Jim
 - Fall programs
 - Back in business for in person meetings.
 - Michael Albert tomorrow night is supported by the

Adult Programming Committee

- Probably no food or drink for awhile
- One new program September 16th - Jane Carol, *Daybreak Woman*, non-fiction
- Another November 18th
- Working on simulcasting these programs via Zoom.
- Doc Night is moving ahead with opening September 23rd in Burris Park; a movie nominated for Oscar with a Stillwater person involved in the making of the film.

- Collections _

- The Life and Times of Fuzzy Wuzzy

- Communications

- Lorelee and Elaine attended a session of the St. Croix Valley Foundation with an overview of marketing in the digital world; lots of information; cornerstone of whole presence is an organization's website - we have a good start. Focus on storytelling - what is our story; testimonials; calls to action; thought we should be clear on our goals; gave overview of the various social media platforms; emails are probably still the best way of communicating (Elaine wonders "what about younger people; do they use emails as much?")
- Google for Non-profits is helpful
- Get other organizations to communicate our events
- Buying targeted ads on social media can be effective and not very expensive

- Event ticketing functionality - Elaine has not done much yet; used Event Brite; some people ran into issues using it
 - DONATE button on homepage- still in process
 - Sending notices to Country Messenger
 - Juanita brought up “Constant Contact” as an alternative to “Mail Chimp” - thought we might look into this; Elaine said she would do that.
 - Library has a Facebook account but not an Instagram account which does have more young people appeal.
 - Max said Instagram and TicToc are the most popular with youth but Max does not think it’s the best place for us to focus. If we’re reaching out to children, it is their parents we should be reaching out to through Facebook.
 - Problem with Instagram is that you should post every other day which is a lot of work. Laurie thinks we should reach out to someone who loves to do visual type things to take the lead with social media posting for the library.
 - Emily Anderson might be someone to ask; Jenn Cress is another possible volunteer
 - Juanita thinks there needs to be a framework for the visual style we use; our tone around communication; we need to be careful to maintain continuity.
 - Elaine is looking at getting replacement photos for all the masked ones currently up on the website.
 - Jim noted that we need one or two more members for the Communications Committee.
- Fundraising
 - Not doing a fundraising event this Fall

- Art
 - Not much has happened with art exhibits recently.
 - Tammy Newcomb will work on lining up exhibits as we are now opening up more.
 - One artist is already lined up

- Other Business
 - Support for Scandia Heritage Alliance Water Tower Barn, Arts & Heritage Center - Christine
 - Board agreed to send the letter of support

- Participation in
 - Volunteer Fair in Village Hall - June 28th one week from today, 4:00 - 7:00; we will get a table and a sign; Jim and other volunteers will be there (sign-up sheets; information about Children's Program; Volunteer information and other materials)

 - Taco Daze, Farmers Market - should we participate?

 - We'll check on the number of books we would have for donating or selling; may wait to have this discussion next year

 - May consider selling books as a way to move them.

- Next board meeting (August 16, 2021)
 - Will be an in person meeting at the Library.

- Adjourn 8:40 p.m.