

Prescott Public Library Board of Trustees Monthly Meeting Minutes March 21, 2019

Present: Charity Lubich, Susan Oney, Jerry Klasen, Carissa Langer, Dave Finley

Absent: Anne Kressly, Galen Seipel, Amy Fiege

Call to Order: President Lubich called the meeting to order 6:45pm. with a roll call of Board members confirming that a quorum was present. This meeting is in compliance with the open meeting law.

Agenda: A motion to accept the agenda for March 21, 2019 was made by Jerry Klasen, seconded by Dave Finley, and carried.

Approval of Minutes:

A motion to approve the February 21, 2019 Library Board minutes was made by Jerry Klasen, seconded by Dave Finley, and carried.

Director's Report March 21, 2019

2019 Revenue							
	Fines/Fees	Copies/Faxes	Donations	ACT 150	ACT 420	Total	Notes
January	\$291.50	\$134.85	\$13.25		\$224.02	\$663.62	ACT 420-Dunn County
February	\$258.64	\$112.35	\$33.00	\$68,675		\$69,078.99	ACT 150-Pierce County
March					\$216.48	\$216.48	ACT 420-St. Croix Count
April						\$0.00	
May						\$0.00	
June						\$0.00	
July						\$0.00	
August						\$0.00	
September						\$0.00	
October						\$0.00	
November						\$0.00	
December						\$0.00	

Library Statistics

February	2017	2018	2019
Total Circulation (Checkouts & Renewals)	3,826	4,127	3,968
Checkins	3,137	3,091	2,798
OverDrive & Freading Checkouts	465	534	576
Pharos Internet Management	232	213	207
Door Count	2,716	2,717	2,258
Wireless Sessions	914	689	174
Website Visits	1,379	1,017	1,207
New Patrons	12	15	7
New Items	210	163	177

Program Statistics

Programs: February 2019							
	Storytime (7)	Yoga (5)	Coloring (2)	Movie Mondays (3)	TAB (1)	LEGO Club (1)	Total
Age Levels							
Children	41			1			3
Teens					13		
Adults	37	50	1	7			1
Total	78	50	1	8	13	4	1

(X) = Number of times program/event occurred

1000 Books Before Kindergarten Registrations as of February 28 = 179
27 children have completed the program as of
February 2019.

Total number of people served by Programming and Outreach in February 2019 was 154.

Upcoming/On-going Programs:

- Yoga, Movie Mondays, Adult Coloring, Storytime, LEGO Club, TAB, Tail Wagging Tutors

Library Updates

MORE Director's Council: MORE is looking into doing an online registration for patrons to use e-materials. These patrons would be considered e-patrons. The patrons would have to update/apply for a regular card at the library in order to use the physical materials.

A Google Ad grant was proposed to the MORE libraries. This grant would increase the ads that appear on google to help increase awareness/marketing for libraries. The ads would be system wide resources, not individual libraries. The libraries made a motion to table the

Google Ad Grant and create a subcommittee to come up with a marketing plan for the MORE libraries instead.

The MORE Director's council voted in favor of changing our scopes for the MORE online catalog to include adult and young adult categories.

Budget Update:

Health Insurance (payment in lieu of): In 2019, the library budgeted for a decrease in health insurance/payment in lieu of per the suggestion of the former treasurer. It went from \$6,000 to \$5,400.

The payment in lieu of did not end up decreasing. Therefore, our budgeted amount of \$5,400 will be exceeded this year.

Line items estimated to be under budget: Decreased the amount of magazines the library was receiving through our vendor (Popular Subscription) due to low to no circulation. The library's MORE bill expense will be under by \$920.24, which was a credit we applied from our E-commerce payments.

2018 Purchases: There were purchases made in 2018 which ended up being applied to our 2019 budget. The city auditors said it cannot be changed.

Directors Report:

A motion to approve the Director's Report was made by Jerry Klasen, seconded by Dave Finley, and carried.

Financial Report:

A motion to approve the presented paid bills for February 2019 was made by Jerry Klasen, seconded by Dave Finley, and carried.

New Business

1. Review and possible action of the Library Board of Trustees Structure and Bylaws
 - a. Board reviewed and recommended no changes
2. Review of Annual Report
 - a. Board reviewed annual report
3. Discussion of community outreach ideas
 - a. Outreach ideas included at the end of the minutes

Treasurer's Report: \$3667.61

Issues and assignments for April 11, 2019 Board meeting:

- Review Long Range Plan
- Review Technology Plan
- Update on Friends of the Library

Adjourn: A motion to adjourn the meeting at 7:59pm was made by Jerry Klasen, seconded by Susan Oney.

Next Meeting: Thursday, April 11, 2019 6:30 p.m.

Respectfully Submitted,

Susan Oney

Outreach/Collaboration

Schools

- SRP info
- Volunteer opportunities in summer
- Performer going into all the schools for kick off to summer
- Community Ed's kick off to summer: library table for SRP sign up
- Talked to middle schoolers about citing sources/using the MORE catalog
- Book clubs

Daycares

- Storytime at the daycares 1x/mo
- Coordinate with daycare on
 - Coming for movies in the summer
 - Attending performances/programs
 - Come in for TAB run scavenger hunt/red carpet
 - LEGO activity

Freedom Park

- Books and Benches
- Bat program
- Rock painting

Senior Center

- Went and did a talk about library's activities and services

Small Business Saturday

- Welcome Center
- Worked with businesses to add to the giveaway bags or raffle

Community Ed

- Small business Saturday
- Peeps dioramas and Gingerbread houses
- Summer Kick-off

Kiwannis

- Did a presentation with the school librarians about our services and what we do

Ideas

- Ask businesses, churches, senior center to post programs/services or go and talk with different groups.
- Have a library card sign up day with schools during National Library Week
- Get news downtown about programs/services
 - How do we do this?
 - Flyers
 - Book club in a bar
- Create FRIENDS group to help with advocacy/fundraising

- Prescott Days
 - What could we do?
 - Have tried: book sale, parade, and 4k walk
- Dance Team for Prescott See if they could a class for young girls.
- Someone to teach Cursive writing to kids D
- Have a chef from Prescott and make something and answer questions D
- Carpenter Nature center a bird program S
- The Prescott Band and the band director is in a band programs with that S
- Science teacher doing mad science experiments D
- the Orange Dragon and local artists giving a class for free S
- Ahri clarks husband doing another 3d class S
- Borner Farm class on whatever they want D
- local people who do bees and honey to do a program DS
- Ask Erica to do a yoga class for kids
- local gardeners who teach a class
- Hot air balloons ask the Hudson hot air balloon people to do a presentation

Outreach Marketing Ideas: March, 2019

Go to where the people are Every library—no matter how small—has many opportunities to deliver its message.

Posters, bookmarks and flyers are great publicity tools, but too often they end up sitting inside the library.

Consider these venues and opportunities the next time you want to share your message:

- Grocery store
- Co-op
- Community meetings and events
- Church bulletins
- Football/other sports programs
- Parades
- County fairs
- Community/tribal celebrations
- Parks/recreation centers
- Schools
- Doctors' offices
- Coffee shops
- Restaurants
- Rallies

If your library has a bookmobile, you can use it as your very own traveling road show. Home delivery is another prime opportunity.

Annual Report :

An annual report provides comprehensive information on an organization's activities throughout

the preceding year. Annual reports provide community leaders and other interested people with information about the library's activities and performance. It should be brief, attractive and reinforce the library's key message. Make sure it gets into the hands of funders and other key stakeholders.

Business Card

Don't forget the obvious. Be sure to include the library's website and hours. Give it out as often as you can.

Communication Plan

A plan will help you get a bigger bang for your buck. Elements include goals, objectives, positioning, key messages, target audiences, strategies for delivering the message and evaluation.

Website/Blog

Both can be useful tools for providing timely information, especially to those who might not come into the library. The trick is to keep them simple and current.

Fact Sheet

A good way to present key points quickly. Keep narrative to a minimum. Use bullets to highlight key facts/statistics. Shorter is better—no more than two pages. Use with public officials, community groups, reporters or anyone who wants information fast.

News Release

Newspapers and other media welcome a well written news release and will often run it "as is." Start with the most important information and end with the least.

Be sure to cover the 5Ws (Who, What, When, Where, Why)—and H (How).

Keep it short— one page if possible.

Public Service Announcement

Free space for ads may be available from local newspapers and radio stations.

Ask about availability and guidelines