



Manatee Library Advisory Board Meeting Minutes

June 21, 2023

Central Library Meeting Room, 9 a.m.

Roll Call

Present:

Marion Duncan
Tammy Parrott
Lyn Begraft
Christine Callahan
Patsy Ugarte
Jenny Daugherty
Commissioner Amanda Ballard

Unable to Attend:

Jim Russell

Guests:

Mall Chaney
Mathew Haines
Mira Denning

Call to Order

9:02 a.m. by Chairman Marion Duncan

Approval of Minutes

Marion inquired if everyone reviewed the minutes of April 19, 2023. No corrections were made. Christine made the motion to approve the minutes as submitted, and Jenny and Pasty seconded. All were in favor; the motion carried. Therefore, Marion announced the minutes were approved.

Awareness Campaign

- Mira Denning went over marketing initiatives. She is rebuilding our marketing infrastructure, this started with the logo change. You will start to see a standardization of materials across the system.
- Mira is currently focusing on the marketing plan which will be for FY 24-25. She is interviewing supervisors currently.
- Mira advised we are working on cross promoting programming.
- Mira advised that with the launch of Lakewood Ranch Library we want other businesses to promote our opening.
- Mira went over handout she provided. This included over upcoming campaigns, continuing campaigns, and technical enhancements.
 - Tammy stated that it is important to promote one institution and not this branch, that branch.
 - Commissioner Ballard stated that people don't realize everything that our libraries have to offer. She wants the community to know that we exist.
 - Jenny stated the time she seen the community most involved was the fashion show, it was huge. Jenny asked if this being brought back.
 - Tammy advised it was before her time, but she has heard of it.

BoCC Budget Workshop - June 7, 2023

- Tammy advised we had three workshops recently. There is a link to one of them in the agenda, we will keep looking for the links for the other two meetings.
- Tammy advised that all of our requests have moved to the next stage.
- Commissioner Ballard spoke on the book mobile that came up in the workshop. She is dedicated to getting this done for our underserved areas. There is generational impact funding that came from the federal government and can be used for long term impact projects. Another item that was brought up is that we can use the library impact fees. Commissioner Ballard asked what funding source the staff would want.
 - Tammy advised that she would like to see a funding package, The Library Foundation, some grants, members of the community. Mr. Russel is not here today but he was in the automotive field. She believes we can come up with a package.
 - Commissioner Ballard advised that she had an opportunity to speak with some of The Foundation members and they were very receptive.

Dashboard / Power BI

- Tammy pulled up PowerBI and went over. She showed 2012-2013, 2017-2018, 2021-2022 and 2022-2023. We continue to grow; it did dip but it was when we were closed for RFID tagging. The data is a combined usage number that includes catalog, logins, and in house usage.
- Usage is continuing to increase. Lyn advised that Rocky Bluff held an animal program and there were 171 attendees.
- Lyn stated that since Mira has joined us you can see the increase in programs. She has been working with staff and also there is a newsletter that goes out.

Managers' Report

- Tammy stated Summer Reading program is about exciting summer activities, it keeps kids engaged in the printed word during the summer.
- Staffing Update: Tammy showed our current openings, and they are at different levels currently. We are going to be busy with orientation.
 - Lyn advised some changes are that a teen librarian has been posted, our librarian III has been filled.
 - Tammy advised we are possibly reclassing our librarian III, but currently holding off on that. Lorrie is doing a good job keeping us informed and moving. She is our HR liaison.
- Technology Update: Tammy advised we were a little behind, staff changeovers and some of the technology on the floor was out of date. We are currently on stage 2 for the checkout machines, there are currently four bids in with procurement. If we go this route, stage 3 will be a locker system for holds. We are taking one step at a time.
 - Tammy stated we have completed the implementation of TBS. Everything is in place for operations and is being used, we are waiting on the merchant id and fiscal related items to take credit cards at the desk. The last stage of TBS will be remote printing. You will not have to log onto the public computers to print. Color printers are going out on the floor also, they will be the same price as our xerox machines. It is not much of a revenue stream, but it is one.
- Policy Update: There are three policies that Tammy and Lyn are currently working on, but the drafts are not ready to be shown. Tammy hopes to send a draft of the circulation policy before our next meeting. Our current circulation policy was approved last Oct is not affected by this. This is purely circulation, how long people can have things checked out, library card types, etc.
- Tammy let everyone know that as of today we have had no formal challenges to our collection. We asked staff if they hear anything at the desk, they have not. We have heard some community members are reaching out to Commissioners. Tammy doesn't think it is a big part of our community but everything the staff is hearing is affecting morale. There have been some personal attacks on staff members in comments on social media and it has been a little below the belt. We have processes and are more than happy to talk to anyone about them. In normal, operations we are fine.
- Archive Lab: Information services have created the archive lab, a conversion project, a DIY space. All of the spaces we have made for appointments have been filled, there are 100 spaces filled and we have 100 people on the waiting list.
 - Christine advised she has an appointment on day one. There is a VHS holder that you can put the Sony tape in to use the VHS equipment, the archive lab does not have.
 - Tammy advised that the opening reception is the 29th.
- Interns: Tammy advised we currently have two interns, one focusing on statistical gathering and the other on community mapping. They are working in our group study room the time that they are here.

Construction Updates

- Tammy advised that Lakewood Ranch is still on track. Substantial completion is still planned for early September. We are looking at a grand opening in October. There is a team within the county and Mira is on it, planning the opening event. Tentatively October 19th currently, this is also national Friends of the Library week.

- Tammy stated that she did find out the Rocky Bluff expansion was pushed back another two years. It was original amount of 1.3 million has not changed. The Foundation did speak about possibly doing an independent capital campaign.
- Tammy showed the table 15 of square feet per capita by FL Dept of State and where we rank, also surrounding counties.
 - Commissioner Ballard stated she has spoken with people from Parrish and Ellenton, and they really miss the Storybook Café. Is that going to come back.
 - Tammy advised maybe in a different form. We did put laptop tables, Wi-Fi bars like you see in airports and that has been very popular. For food, you can bring food in the library but in a certain area with the proper flooring.
 - Patsy asked if this was done at South and if we had any issues.
 - Tammy advised yes, the flooring was done for the food and drink area. No issues with it.
- Lyn advised that she is awaiting an outdoor project proposal from the friends of Rocky Bluff. They would like to add a play area for the children or a seating area. They have a beautiful, fenced backyard.
 - Commissioner Ballard said this is a great idea, a little shade area also.

Old Business

- Bylaws: Tammy advised we would still like to keep the bylaws on hold. There has been a RLS submitted by Lyn and Brooke for the changes to the ordinance. Tammy went over the changes submitted. Tammy stated for the duties section she is thinking a subcommittee, we currently have a request for two more collection librarians, and they work on collections 40 hours a week all year. A subcommittee can work on process.
 - Commissioner Ballard stated that was a great idea. The subcommittee can meet and work with the collection librarians.
- Bookmobile: Tammy advised we have already spoke on this so we will skip.
- Museum Passes: Tammy advised that this project is still in works and will be done at the end of the year.
- Discovery Layer: Tammy stated we have not gotten to the point where we are looking at, this will help people find materials. We need to get through the other technical projects we have going on before this one.

New Business

- Glades: Lyn stated that we would like to see these at all of our locations. Our Lakewood Ranch team is working on this already. We have Jodie Williams from Little Discovery; she has two masters and is very keen of what is appropriate for very young children. She is going to be helping everyone with this. We would like to see this rolled out from Lakewood Ranch. Glades empower our youngest library users to use the library. Jodie Williams advised as a school librarian her circulation went up 800%.
 - Lyn advised that we would reorganize by topic. Brooke will send the image from Arlington Heights to view. Some of the topics could be bedtime stores, dinosaurs, famous friends (superheroes), magical and mighty (unicorns, fairytales), nature, gardening, things that go (cars, trucks, planes) etc.

- At this point Lyn advised she wants to get the branch managers weigh ins on these topics. This will be a task, but we will branch out from Lakewood Ranch, it will be a reorganizing and changing in the catalogs.
- Christine asked if this restricts the books size.
 - Lyn advised no.
- Commissioner Ballard asked if the books were organized alphabetically by category.
 - Tammy advised she would like to say they are but initially they were. Staff organizes.
- Jenny asked what we would do with overlaps. Daniel Tiger Visits the Rainforest for example.
 - Lyn advised it would be under Daniel Tiger.
 - Tammy advised that there will always be overlap but cataloging and collection development can make judgement.
- Tammy stated we plan to see this at opening of Lakewood Ranch and branch out to the other locations.
 - Commissioner Ballard stated that the timing with Lakewood Ranch works out well.
- Christine asked if there was a budget issue, the image looks like different shelving.
 - Tammy advised she believes the image is reused CD shelving. The shelving we are getting is regular and we will start with the image tops. We would love to go to front flip but there is a cost with that. The shelving at our new branch was around \$250,000.00. It does last forever though.
- User types/Material Restrictions: Tammy stated that our registration form needs to be updated. She went over the current restriction box on our registration form. In order to do any more restrictions, we will have to do card types. Tammy went over different types of cards we currently have, resident, non-resident, lifetime cards, and all access pass. All access pass is what we have with schools currently and is the most locked down. Online cards started during COVID, you can use eBooks and electronic services for 90 days then you have to obtain a card at the library.
- Tammy advised we are thinking of making teared children's and teens cards and she went over what that will look like for each type.
- For all access pass, Tammy advised that since it is being done with the school, they should automatically become locked down. If the parents want the cards to be unrestricted, they will need to contact the school. We think these types will address concerns we have heard and also meets our mission of access to everyone.
 - Commissioner Ballard agreed with Tammy, this addresses parents' concerns and preserves peoples' rights to access.
 - Jenny stated that she believes this is creating a lot of work and solving no problems. She believes that each parent has to provide oversight.
 - Tammy stated it does create a little work but once it is established it will be easier. It will not fix kids coming into the library and not having guidance of their parents.
 - Jenny stated that she wishes there were more warnings on books. This seems more affective.
 - Tammy advised this might be where we go with the discovery layer. We can include a dozen subject headings.
 - Christine asked who gets the text or email when a book is checked out.
 - Tammy advised that whoever's information is on the registration form receives it.

- Jenny advised she receives her children's since they do not have email.
- Christine stated that if there is a mechanism for the parents to receive a text or email for their children's checkout information, seems like a simple way for parents to monitor.
- Tammy stated that we are looking at another eBook vendor that does allow filtering. It has less for adults, but the children's and teens cards would allow children eBook options.
- Commissioner Ballard stated that ultimately this is the only way this can be done. The library and government cannot substitute their judgement on parenting. It is appropriate but will not solve every parent's issue.

Comments and Questions

- Lyn stated as a former children's librarian she had these conversations all of the time, you wouldn't let your kid run around a shopping market. We forget that libraries are public places, and it is building with multiple people in it.
- Guest Mal asked if there is a budget or idea of what the cost of the book mobile will be.
 - Tammy advised that it will be around \$400,000 - \$500,000.

Upcoming Meeting

- Will be held on Wednesday August 16, 2023, at 10am in the Central Library Meeting Room.

Adjourn

With no further business to discuss, Chairman Marion Duncan motioned to adjourn the meeting. Meeting adjourned at 10:38 am.