

CITY OF ZEELAND
Notice of Zeeland City Library Advisory Board
Electronic (Virtual) Meeting

PLEASE TAKE NOTICE that the Library Advisory Board of the City of Zeeland whose chambers are in the Howard Miller Library/Community Center at 14 South Church Street, Zeeland, Michigan, and whose telephone number is 772-0874 will hold an electronic/virtual meeting on:

Tuesday, May 19, 2020
at 4:00 P.M.
for their Regular Meeting

Some members of the Library Advisory Board will be meeting in the Howard Miller Library/Community Center at 14 S. Church Street, Zeeland, Michigan during such meeting time while other Library Advisory Board Members will be participating electronically in the said meeting. Members of the public will only be permitted to attend the meetings electronically.

PUBLIC PARTICIPATION NOTICE

If you want to electronically attend the above meeting, if you want to ask questions or if you wish to provide input to the Library Advisory Board, you should call:

Telephone number: 1-408-4189388
Meeting number (access code): 716 219 002
Meeting password: zPBkPbCm447

Input will be accepted during the public comment section of the said meeting. Your phone should be muted except for during the public comment portion of a meeting when you desire to provide input. Members of the public are not required to register or otherwise provide information to attend.

If possible, please email your comments or questions to the Library Advisory Board by sending an email to: Clerk@cityofzeeland.com prior to 12:00 p.m. on Monday, May 18, 2020. Copies of the meetings' agenda and the meeting Packet will be available via a link on the front page of the city's website at: www.cityofzeeland.com

REASON FOR ELECTRONIC MEETING

It is necessary to hold an electronic meeting because of the presence of the novel coronavirus (COVID-19) which is a respiratory disease and pursuant to Governor Gretchen Whitmer's Executive Order, No. 2020-77 which provides that activities should be suspended that are not necessary to sustain or protect life. These electronic meetings are being held in accordance with Governor Gretchen Whitmer's Executive Order 2020-75 which provides temporary authorization of remote participation in public meetings.

DISABILITY NOTICE

Persons with disabilities needing accommodations for effective participation in the meeting should contact the Zeeland City Clerk at (616) 772-6400 or should email the City Clerk at: Clerk@cityofzeeland.com.

Dated: May 14, 2020

Pamela Holmes (electronic signature)
Pamela Holmes, City Clerk

May 19, 2020 Agenda (virtual)

Howard Miller Library Advisory Board

- I. Call to Order
- II. Minutes from February 18 Regular Meeting and April 28, 2020 Special Meeting
- III. Director's Report
- IV. Public Comment
- V. Board Comment
- VI. Old Business
 - a. Staff Appreciation Luncheon
 - b. Advisory Board Officer Nominations & Election
 - c. Library Document Revision (City Ordinance & Advisory Board By-Laws) Update
- VII. New Business
 - a. Michigan Public Library Trustee Manual
 - b. Summer Reading 2020 Update
 - c. Summer Special Meetings
- VIII. Public Comment
- IX. Board Comment
- X. Adjourn

Next meeting:

September 15, 2020 at 4:30 pm in the Community Center Board Room

Howard Miller Library Advisory Board
Meeting Minutes
February 18, 2020

Present:

Kim DenBesten, Liz Harsevoort, Kate Kraak, Alison Reese, MaryBeth Timmer, Heather Wood-Gramza (staff)

Absent:

Lynette Lam, Mary Wilkos

Meeting called to order at 4:30 pm.

Minutes from November 19, 2019 meeting and the January 21, 2020 special endowment committee meeting approved as presented.

Director's Report:

Data from the months of November, December and January were shared with the group. Heather emphasized the staff's gratitude for the opportunity to have another professional development day and to learn from Zingerman's "Zingtrain" team. They were able to identify best practices we are already doing in the area of customer service and identify new strategies in meeting all customer's needs—even those exhibit difficult behaviors. Heather also mentioned the continued, exponential growth in the areas of the number of people using the physical library space and circulation (physical and digital materials). For the month of January, there was a 17% increase in the number of library users over 2019 numbers. The 2019 numbers were 4% higher than the numbers in 2018. Even with more temperate weather for the month of January, the community's response to the library is exceptionally high. We are delighted to see these numbers and feel there is a great momentum building within the organization.

Public Comment:

There were no members from the general public in attendance.

Board Comment:

- Kate Kraak's father was delighted to do the puzzle inside the library and wants to check them out to use at home. Heather said this is something that has been suggested by other patrons and the staff is investigating ways in which to make that feasible from a circulation and efficiency standpoint.
- MaryBeth Timmer's husband attended a puzzle competition. This was run through Ottawa County Parks. There were 29 teams and it sold out. The cost was \$50.00 per team. This might be a good programming idea. The competition started with a warm up puzzle (125 pieces) and then a competitive puzzle. Customized puzzles would be great.
- MaryBeth Timmer offered a book recommendation for Susan Orleans *The Library Book*. It is a narrative non-fiction title in which the Central Branch of the Los Angeles Public Library plays a critical role. The

great fire that devastated the building in 1986 and the amazing history of this library system and the leaders of the organization.

Old Business:

Library Staff Job Descriptions Update:

Heather continues to work on revising the job descriptions to better reflect what is actually being done within the library environment now and to better position our organization for meeting future needs and ensuring staff skills match those needs.

FY 2020-2021 Endowment Expenditure Proposal Update:

After the approval of the proposed expenditures from the library endowment fund during last month's meeting, Heather incorporated those items into the endowment's annual budget proposal for FY 2020-2021. The next step in this process involved meeting with the City Manager, Tim Klunder and the Finance Director/Assistant City Manager, Kevin Plockmeyer to discuss those proposal expenditures along with anticipated returns/disbursements for the next fiscal year. This will be presented for City Council's consideration during the special budget review meetings in March.

New Business:

Election of Officers and Review of Current Policy

Copies of the current city ordinance pertaining to the establishment and governance of the library and the library board by-laws were distributed to members of the committee. The process of updating these foundational documents will take some time; however, for the purposes of the conversation around election of officers on the library board, the group discussed establishing the April meeting as the "annual meeting" of the board and that each year, a Chair and a Secretary would be selected by the members of the board to serve a one-year term in the respective offices. The current by-laws do not mention a particular month, but rather refer to an "annual meeting". Since City Council appointments are typically made each year in May and the library board meets from September through May in a given year, the group felt this would work well with the rhythm of other city processes.

Motion:

Annual meeting in April for election of officers, with announcement being made in May and the new officers beginning their term in September.

M-Mary Beth Timmer S-Alison Reese

Ruisard Fund Proposals

Heather presented the two funding proposals from the endowment committee meeting for consideration as potential Ruisard Fund expenditures as well as an additional request for funding for program room carpet squares to be used during story times and school field trips.

Motion:

To propose funding projects for program carpet squares, a soft play/sensory area in the children's area of the library and new seating and décor in the tween and teen area totaling \$20,230 from the Ruisard Fund.

M-Kim DenBesten S-Liz Harsevoort

Staff Appreciation Luncheon

The group decided to recognize and celebrate library staff the week of April 19th, which coincides with National Library Week. Since Tuesday is the day of the week in which the majority of the staff members are present at least part of the day, the group will provide a special lunch on Tuesday, April 21st during lunch. MaryBeth will bring a card for board members to sign at the March meeting and Heather will bring a sign-up for items to accompany the assorted sandwich tray from Wolfies.

Motion:

To provide a staff appreciation lunch on Tuesday, April 21st at lunch time.

M-Alison Reese S-Kate Kraak

Feature Film DVD Rental Fee Proposal

Heather presented a proposal to eliminate the \$1.00 rental charge on feature film DVDs. She mentioned that several area libraries are also doing the same or have done it in past years. Those that have eliminated additional charges have seen increased circulation of DVDs (especially when they are no longer new) and have seen an increase in the number of patrons returning to use the library. Another reason presented was the amount of staff time necessary for executing this program takes away from other more value-added tasks such as program development and outreach. This proposed change has been incorporated into the proposed FY 2020-2021 budget and if adopted by this group would be presented to City Council for consideration.

Motion:

Eliminate the rental fee of \$1.00 per week for feature film DVD's while maintaining the \$1.00 per day overdue fines for those items returned late beginning July 1, 2020.

M-Kate Kraak S-Kim DenBesten

Meeting adjourned: 5:41 pm

**Howard Miller Library Advisory Board
Special Virtual Meeting Minutes
April 28, 2020**

Present:

Kim DenBesten, Liz Harsevoort, Kate Kraak, Lynette Lam, Alison Reese, MaryBeth Timmer, Mary Wilkos, Heather Wood-Gramza (staff)

Absent: None

Meeting called to order at 4:02 pm.

Public Comment:

There was a comment thanking the board for its work and for the director's work on creating the reopening plan.

Board Comment:

There was a comment regarding the thoroughness and detail of the reopening plan as presented.

Library Reopening Plan:

Heather provided an overview of the five-phase plan for reopening the library during the COVID-19 pandemic. The first phase encompasses bringing staff back into the building to train and to safely handle returns of library materials. The next phase would add curbside service to the public. Phases three and four involve allowing public back into the library building and the accompanying mitigation measures. The fifth and final phase is when all operations, hours and services are back to as close as to what was considered normal prior to the pandemic. Regardless of what phase of reopening the library is in from June-August, the summer reading 2020 program will be held virtually (registration, tracking and programming).

The City of Zeeland's Library Ordinance gives the library advisory board oversight of operational hours and services provided by Howard Miller Public Library. Because the reopening plan contained modified hours and services, board members were charged with reviewing the reopening plan and taking action.

Motion: To accept the Howard Miller Public Library COVID-19 Reopening Plan as written and presented.

M-Mark Wilkos S-Mary Beth Timmer Motion Passed Unanimously via roll-call vote.

May Meeting:

The group decided to meet virtually if allowed by law. This meeting will be used to nominate and elect a board chair and secretary with the terms of office beginning on September 1, 2020. This meeting will be held at the regularly scheduled day of May 19 at 4:00 pm.

Meeting adjourned: 5:00 pm

Director's Report
Howard Miller Library Advisory Board

March 2020 Statistics*

	2019	2020	% CHANGE
Visitor/Patron Count:	8,916	5,064	-43%
Computer usage:	969	502	-93%
Program Attendance:	1,002	373	-63%
# of Youth Programs	21	10	-52%
# of Adult Programs	16	8	-50%
Digital Circulation:	2,637	2,918	+10%
Physical Circulation (total):	20,729	16,959	-18%
Physical Circulation (check-out):	16,614	11,088	-43%
Physical Circulation (renewal):	4,115	5,871	+33%
Loaned to other libraries' patrons:	979	516	-47%
Borrowed from other libraries for our patrons:	1,051	693	-34%
MeLCat:	-8	32	NA
Holds:	400	189	-53%
Study Room Sessions:	83	54	-35%

News, activities and upcoming events:

- In March of 2019 the library building was open to the public 26 days and in 2020 the number of open days was only 12. This represents, on average, 343 daily visitors in 2019 and an average daily amount of 422 in 2020.
- If one takes the same amount of open days for 2019 and 2020, daily circulation of physical items was 639 items in 2019 and 924 in 2020.
- Library staff began serving patrons exclusively via curbside pick-up from Monday, March 16 through Wednesday, March 22, 2020. At first, the library was still receiving delivery of inter-library loan items and afterward were offering materials existing on HMPL's shelves when delivery was discontinued. This curbside service was discontinued when the existing supply of protective equipment was nearly exhausted and staff could not maintain 6' of distance between themselves and patrons.
- Library staff were accepting returns of library materials and completing in-building projects until Governor Whitmer's first Stay-At-Home order was issued. Staff were then sent home the following day and have been remotely continuing services to the public and engaging in online professional development training.
- The following virtual programs were launched after the library building closed and are continuing now:
 - Daily Inspirations—A highlight of various online tours and enrichment activities available online.
 - Classic Storytime with Mrs. Russell—Peter Pan was read at 1:00 pm, Monday-Friday via FB live.
 - Building Block Challenge—Miss Jess offers a new challenge to builders of all ages and invites them to share their creations on the HMPL Facebook page.

*Due to the COVID-19 Pandemic, the physical building was closed to the public from March 16-31, 2020. All 2019 stats reflect the library being open during regular business hours from March 1-31, 2019.

Director's Report
Howard Miller Library Advisory Board

April 2020 Statistics*

	2019	2020	% CHANGE
Visitor/Patron Count:	8,214	0	-100%
Computer usage:	967	0	-100%
Program Attendance:	442	1,871	+323%
# of Youth Programs	14	15	+7%
# of Adult Programs	19	2	-89%
Digital Circulation:	2,317	3,658	+58%
Physical Circulation (total):	23,852	0	-100%
Physical Circulation (check-out):	14,441	0	-100%
Physical Circulation (renewal):	9,412	0	-100%
Loaned to other libraries' patrons:	864	0	-100%
Borrowed from other libraries for our patrons:	912	0	-100%
MeLCat:	10	0	-100%
Holds:	397	0	-100%
Study Room Sessions:	65	0	-100%

News, activities and upcoming events:

- Patrons are making the most out of the digital collection. There was an overall 58% increase in digital circulation over 2019. The number of e-periodicals circulated through the RBDigital platform hit an all-time high in April, 2020 with a 94% increase over 2019 circulation.
- Howard Miller Library was able to provide digital access to 12 more patrons in April through the virtual library card program. Library staff also assisted 13 patrons with connecting to their home libraries for service (9 Herrick and 4 Loutit). In addition, 4 HMPL patrons were not aware they had a library card and were given access to their existing account. After the library building reopens, these virtual cards can be upgraded to full access cards. This has been especially helpful for students who did not have a library card prior to the pandemic.
- Library staff worked on developing our virtual summer reading program app through Beanstack. All summer reading 2020 participants will use the app to track progress in reading and other challenges. All summer programs will also be held virtually this year.
- Virtual programming has proven to be popular. The statistics above reflect engagement with 15 different story time segments (Peter Pan, Beatrix Potter and Thursday Story Times with Mrs. Russell). In addition to those programs, 11,793 people were reached with our Daily Inspirations postings and 11, 123 people saw our tech tonight segments. Finally, 2,515 people were reached with the weekly building block challenges posted by Miss Jess.
- Staff is investigating ways to bring meaningful adult programming to the virtual environment. In the month of April, there were 2 separate tech tutoring sessions provided and a Facebook adult book discussion group was created for launch in May.

*Due to the COVID-19 Pandemic, the physical building has been closed to the public since March 16, 2020. All 2019 stats reflect the library being open during regular business hours from April 1-30, 2019.