

Town of Ballston Community Library
Board of Trustees Meeting Minutes
June 24, 2020

Call to order: The meeting was called to order at 7:05 pm by President Steve Zarelli.

Present via Zoom call: [x]Jenn Richard, Interim Director; [x]Susan Flint, Temporary Head of Youth Services

Trustees: [x]Steve Burchett, [x]Michelle Hernandez, [x]Carolyn Speenburgh, [x]Julia Stone, [x]Sue Tomlinson, [x]Tom Shaginaw, [x]Steve Zarelli

Town of Ballston Representative – [x]John Antoski

Town of Charlton Representative – [] Doug Ranaletto

Board Minutes: On a motion made by Tom Shaginaw, with a second from Carolyn Speenburgh, the trustees voted unanimously to approve the minutes of the May 27, 2020 meeting.

Report of Special Funds: Special funds for June 2020 were reviewed.

Monthly Financial Statements: Financial statements for June 2020 were reviewed.

Approval of Bills: The June 2020 bills, reviewed and signed by Sue Tomlinson, were unanimously approved on a motion made by Steve Burchett, with a second by Carolyn Speenburgh.

Director's and Librarians' Reports: appended at end of minutes.

Reports of Committees:

Personnel: The personnel committee will meet next week to review and select top candidates for an online first interview from the 15-16 applications submitted for Library Director II.

Budget: The Budget and Finance committee has been meeting weekly. Steve Burchett presented a summary of two budgets scenarios, one austerity, one regular, that he will discuss with Jeanette Borthwick at the Town.

Nominating: Trustees voted and approved the following slate of officers for the 2020-2021 Board of Trustees. On a motion by Tom Shaginaw, seconded by Carolyn Speenburgh, President: Steve Zarelli. On a motion by Sue Tomlinson, seconded by Tom Shaginaw, Vice President: Michelle Hernandez. On a motion by Tom Shaginaw, seconded by Carolyn Speenburgh, Treasurer: Steve Burchett. On a motion by Julia Stone, seconded by Carolyn Speenburgh, Secretary: Sue Tomlinson.

Committee assignments for the 2020-2021 year are:

- Budget and Finance: Steve Burchett, Tom Shaginaw, Carolyn Speenburgh
- Building and Grounds: Tom Shaginaw, Steve Burchett, Julia Stone
- Long Range Planning: Sue Tomlinson, Michelle Hernandez, Julia Stone
- Personnel: Tom Shaginaw, Michelle Hernandez, Carolyn Speenburgh
- Policy: Michelle Hernandez, Sue Tomlinson, Julia Stone
- Steve Zarelli, as Board President, is an ad hoc member of all committees

Unfinished Business:

Reopening plan: Ms. Richard stated that procedures are in place for the library to enter Stage 2 – curbside delivery of library materials, but proposed a slight modification: Thursday's hours for pickup will be 1-7pm rather than 10am-4pm. This will give patrons the option to pick up their materials in the evening. The change was approved unanimously on a motion by Sue Tomlinson, seconded by Michelle Hernandez.

NYCLASS update: Steve Burchett has reached out to Jeannette Borthwick to discuss the Town's recent reallocation of funds to be included in the Town's NYCLASS account.

New Business:

The Trustees voted unanimously, on a motion by Tom Shaginaw, seconded by Steve Burchett, to approve hiring Kisha Sawyers as Temporary Librarian II for a period of 3 months with possible extension, at a rate of \$25/hour, effective June 22, 2020.

Adjournment: At 8:10pm, trustees voted unanimously to adjourn the public session of the meeting and enter executive session to discuss a personnel matter. At 8:55pm, trustees ended executive session, where no votes were taken, and Carolyn Speenburgh made a motion to adjourn the meeting. It was seconded by Michelle Hernandez, and passed with all in favor.

Minutes respectfully submitted by: Sue Tomlinson, Secretary

June 2020 Director's Report & Adult Services Report:

Director's Report:

- The Library has begun to implement a staged reopening plan to take steps towards providing patrons expanded services back up to regular operation. Staff has resumed work within the building, and is prepping for expanded services in the coming weeks. Acceptance of returned library materials is going well. Kisha Sawyers has been hired to fill the position of Temporary Head of Adult Services. She began on Monday, June 22nd, and will work a maximum of 35 hours a week during her appointment.
- I have attended multiple Director's Council Meetings to stay up to date with other libraries in SALS, and their reopening plans. I also had a zoom meeting with Erica Freudenberger as a quick intro to being a director.

Adult Services Report:

- There are now 210 registered users on Hoopla, up from 190 last month. Details are being confirmed for an online version of the Cookie Decorating Class for adults to still happen during Summer Reading. Adult signup for Summer Reading is off to a good start with 68 adults signed up already!
- Kisha Sawyers is being trained, and will be fully taking over duties of the Head of Adult Services position shortly.

Jenn Richard Interim Director

Youth Services Report - June 2020

Programming and Social Media

All in-house programming continues to be suspended with the temporary closure of the library due to COVID-19. We continue to create unique content virtually to engage patrons via Zoom, our website and Facebook including:

- Reading to Seamus over Zoom on 6/10/20
- Reader's advisory lists on bodies of water for World Ocean Day
- Reader's advisory list for books about space
- Youth and teen book recommendations written by our staff

We have also been working on:

- Summer Reading programing (see below)
- Sharing informative articles and marketing library programs on Facebook with four posts each day
- Connecting the library's Facebook account to the Instagram account so we can increase those posts

- Finishing up our Spring Bingo Challenge and notifying the winners
- Working on library reopening plans

Statistics:

Statistics	Posts	Engagements*	Reach**	Kids	Adults
April Facebook	122	2,645	38,481		
May Facebook	126	1,818	32,530		
June Facebook (partial month 6/1-6/22)	89	1,768	27,739		
Reading to Seamus on Zoom (6/10)				4	3

*Engagements means the number of times people liked, shared, or clicked on a link we provided

** Reach means the number of times one of our posts entered a person’s viewing screen

Summer Reading

Kickoff:

Summer Reading has started! As of 6/22/20, the first day of logging, we had 300 people signed up in Beanstack (239 kids and 61 adults). Our kickoff includes a video highlighting our programs, prizes, and some of our staff reading to their pets, which we have posted on Facebook and our website. We are also having a live virtual kickoff performance on 6/23/20 featuring the Turtle Dance Music Company. This should be a very entertaining show and the performer will include information about our other upcoming programs and events offered in July

Calendar of events:

Our Summer Reading program calendar is on our website and registration is open for all events. It includes the following programs:

- Turtle Dance Music (kickoff event)
- Preschool Storytime over Zoom (Susan)
- Toddler Storytime over Zoom (Jane)
- Bedtime Stories (Mary Jane)
- Fractured Fairytales (Mary Jane)
- Cooking Classes (Jodie Fitz/Market 32)
- Three Bears (Wonder Room)
- Town Mouse/Country Mouse (Wonder Room)
- Read to Seamus on Zoom (Pat)
- Book clubs over Zoom (Mary Jane and Ruta)
- Page Turner Adventures (outside performers)
- 6ft Challenge (Ruta)
- Teen Yoga (outside presenter)
- Parent/Child Yoga (outside presenter)

All programs will have the main presenter and at least one backup library staff member to assist patrons with technology issues that may come up. We have created a special Summer Reading email address that will be monitored.

Challenges:

In addition to the reading logs and programing, we also have a variety of “challenges” for patrons to take part in which can help them earn more raffle tickets. Example challenges include:

- Count the Cinderella slippers around the outside of the library
- Bake a cake
- Attend a virtual library program
- Listen to an audio book
- Visit a local park

Marketing:

We have been heavily marketing Summer Reading on social media, and will continue to do so throughout the next few weeks. Our Summer Reading webpage is up and running with many “how-to” documents, links to register, our program calendar, and other information about the program. We have worked with the school librarians to promote the program to the BH-BL school district families. I was one of several SALS librarians interviewed by WTEN news last week and we are mentioned in an article about Summer Reading programs that are now online. We have asked the town to help spread the word about the program on their Facebook page. We are also encouraging patrons to pick up Summer Reading lawn signs from the grassy areas around our building and place them on their yards at home.

Submitted by,
Susan Flint - Temporary Head of Youth Services