



# WFL BOARD OF LIBRARY TRUSTEES MINUTES

**DATE:** Saturday, March 20, 2021

**TIME:** 9:15 am

**LOCATION:** Virtual - ZOOM Meeting

Register in advance for this meeting: [https://zoom.us/meeting/register/tJMpdO6ggj0iGdZodTuoQWkD42gZeBfXP9lb](https://zoom.us/join/https://zoom.us/meeting/register/tJMpdO6ggj0iGdZodTuoQWkD42gZeBfXP9lb)

After registering, you will receive a confirmation email containing information about joining the meeting.

**Board Members/Attendees Present:** Melissa Dyer (Chair), Aprilleigh Lauer (Vice Chair), Joanne Robertson, Deanna Bonnar, Nancy Rice, George Ripley (Director) Public Members - Jaqueline Se'Ale, Margit Price.

**Board Members Absent:** Mallory Callinan, Selectman Representative.

**Call to Order:** 9:17 AM by Mel D.

## **Review of Minutes:**

February minutes - motion to accept as amended by Deanne B.; seconded by Nancy R.; vote 5-0-0.

Revolving Minute taking schedule: March (Joanne); April (Deanne); May (Aprilleigh); June (Mallory).

**Announcements:** No announcements

**Public Comment:** Margit P. spoke about her love of libraries and how particularly the WFL has impacted her life. She was very glad that the library has regained its accreditation. She is concerned about funding and the percentage of funding contributed by the town and hopes to be able to raise awareness regarding the funding of the library as well as the value of the library to the community. She will work with George to develop materials to present to the Board of Selectmen. She will keep Mel/Board informed of her progress/results.

**Friends Report:** Email (3/7) from Priscilla regarding resumption of book donations. Books will be accepted for the next three weeks on Fridays and Saturdays. The contribution cart will be outside the main library building and volunteers will sort them. Next book sale will be scheduled for April.

**Foundation Report:** \$29,000 has been contributed to date towards the "Bridging the Gap" campaign.

**Correspondence:** Mel D. continues to forward email from the MBLC. Mel will craft and send a draft of an advocacy letter to local/state politicians. Most members would like to use Mel's letter as a jumping off point.

**Old Business:** "Volunteers for shelving" will remain on the agenda until such time as the library is open fully to the public and such assistance may again be required. It will be re-addressed at such time.

**New Business:** Nothing to report at this time.

## **Director's Report:**

Still waiting to hear from town with updated COVID guidelines. Appointments continue to be required for interior library browsing. Last month, 232 patrons came through the library. March numbers this month have already surpassed that number. Limits for browsing have been at capacity in the children's room in a couple of instances.

Computer usage is way up. For many residents, the library is their only resource for computer access. George cited several examples of usage needs - job searches and applications for driver's license test scheduling among them.

Curbside pickup has been steadily decreasing, but it is an element of customer service that George would like to retain in the "new normal".

The Facebook "likes" are up, but we are seeing fewer interactions with the Facebook site. George is looking to increase WFL presence on Instagram - the only other social media site approved by the town due to regulations for public records.

Month to month registration numbers have dropped, but appear to be bottoming out on expiring/moving accounts.

Looking to start rehiring for part-time positions.

Building News - the library sign on Route 6 has been partially fixed.

George presented the trustees with the next fiscal year budget.

**Trustee Matters:** Action item from February meeting included creating a geographical map to assist us in demographic information. Steven Miller, technology and reference librarian presented us with his research as requested by the board.

Steven Miller - The map shows that Wareham is broken down into four areas with 17 zones as defined by the census data from 2015-2019 Census survey.

Steven loaded the data into an excel spreadsheet which he presented to the board making note that all of the information is Pre-COVID. Zones are broken down into areas with pertinent demographic information. He will continue to work on the spreadsheet to make it printer friendly.

Deanne B. noted that we can access the Census Data on the Census website. Mel D. has sent the link to the website should we wish to explore.

Mel D. would like to explore the different survey tools available to gain a further sense of patron usage, needs, and wants. The survey would be short, but will afford a clearer idea of who is actually using the library and how, so we can better support and advocate for the patrons.

Margit P. asked if there had been any recent survey results available and how could the library use social media tools to reach out to patrons for their input. Mel noted that the library's purposes are changing - i.e. the increasing use of technology to access the library. The town officials are aware of the value that the library represents to the community.

Action Items:

Deanne's notes have been transcribed and distributed. No questions on her notes. Mel is working with Liz Wiley and Carrie Mello to get information on previous surveys of library patrons.

Deep Dive Meeting - Mel encourages us to register for the next "deep dive" meeting by the MBLC.

Outreach efforts - Who would be delegated to reach out to particular constituencies? How would we provide this outreach?

Aprilleigh L. will work to create a job description for WFL Board of Trustees' Applicants.

Steps in Orientation outline - Nancy R., Deanne B. and Joanne R. will collaborate on that effort. There are resources on the MBLC website for some guidance.

All Board Members should develop an “elevator pitch” for recruitment to share for next meeting.

**Next Meeting:** April 24, 2021 at 9:15am. WFL Board members are asked each month what time is best for the next Zoom meeting in order to maximize attendance.

**Adjournment:**

Motion made by Nancy; seconded by Aprilleigh. Meeting adjourned at 10:25am.

Calendar of Meetings:

February 20, 2021    March 20, 2021    April 24, 2021    May ?, 2020    June ?, 2021    July ?, 2021

\*Monthly meetings are held in the conference room at the Wareham Free Library unless otherwise noted.