

**Rock Hill Public Library
Board of Trustees Meeting Minutes
January 9, 2022**

Attendees:

*In-Person: Karen Park, Ryan Shortal, Chantal Hoffsten, Laurie Murphy, Patrick Long, Veronica Crowe, Diane Madras, Erin Phelps, Susan Hoch, Danielle Oettle
Zoom: Stephanie Van Stee, Sandy Swanson, Dana Nothnagel*

Meeting called to order at 6:18 p.m. Roll call and introductions.

Laurie moved to amend the agenda to begin with the presentation from Orange Boy. Chantal seconded. Motion passed unanimously.

Strategic Planning Update – Orange Boy

Sandy Swanson presented recommendations on the next steps in the library's strategic planning process for the years 2023-2025. Using the survey results, board retreat feedback, and data from the Savannah platform, Sandy identified five major goals to help increase community use and program attendance: supporting families and young children; forming meaningful community partnerships; expanding library access and utilizing the library's indoor/outdoor spaces; increasing targeted marketing efforts to attract non-users and lapsed users; and elevating the library experience via community events and programs. Sandy recommended that RHPL create small teams of staff, board members, and community stakeholders to address each goal and develop strategies for their implementation. Sandy also noted that the library's market penetration grew between the second and third quarter of 2022, and suggested the use of pilot programs to test strategies before making a larger financial commitment. Randi Carter entered the meeting at 6:30 p.m.

Erin asked if it was possible to manually upload data on program attendance to the Savannah platform. Sandy assured her that she could do so and that Savannah would be able to analyze trends across different demographics. Sandy also showed the Board how Savannah tracks messaging via email engagement, and suggested that the library could use this data to specifically target lapsed and/or inactive users through email. Our current unique/open rate for emails is 42.6%. Sandy, Dana, and Randi left the meeting at 6:46 p.m. Laurie moved to amend the agenda to immediately address the Financial Report. Diane seconded. Motion passed unanimously.

Financial Report

The Board reviewed the financial statements as presented by Danielle Oettle. Danielle noted that Accounts Payable again was showing a negative balance on the balance sheet because bills were entered the day before they were paid in QuickBooks. Danielle assured the Board that every item in A/P was on the transaction list she sent the Board. Danielle noted that revenue was at 65%, but that a large chunk of tax revenue was expected in January. Erin noted that the library just received around \$60,000 of tax revenue this month. Chantal asked if Danielle

anticipates any tax revenue being held up under appeals. Danielle doesn't think so, but will investigate. Danielle reported that expenses are on track with the budget at 71%.

Laurie asked about expenses under conferences. Erin noted that the additional expenses were covered by grant funds for continuing education. Laurie asked why the Business line item under Consortium was double the budgeted amount. Erin and Danielle will look into why the bill was so big compared to last year. Danielle also pointed out that revenue is down by 5% and expenses are up by 37% compared to the previous fiscal year, due to filling staff vacancies.

Approval of Bills

The Board reviewed the transaction report. Laurie moved to approve the Transaction List dated January 9, 2023 in the amount of \$10,747.83. Karen seconded. Motion passed unanimously. Patrick asked if the library could better utilize the Money Market account at Royal Banks by moving funds to increase our interest/dividends payout. Danielle will investigate. Danielle left the meeting at 7:01 p.m.

Approval of Meeting Minutes

The Board reviewed the minutes from the November 14, 2022 meeting. Laurie suggested that the first appearance of the abbreviation for the Secretary of State be written out. Laurie moved to approve the October 10, 2022 open session minutes as edited above. Veronica seconded. Motion passed unanimously.

Library Director's Report

In the interest of time, Erin emailed her Director report to the Board ahead of the meeting. Laurie asked Erin about the financial literacy classes the library is offering in partnership with Midlands Bank. She suggested marketing library programs through churches and inter-faith organizations. Erin pointed out that she could use Savannah to send targeted email messaging to families to help promote programs.

Grants/Donations

Erin noted that RHPL was recently awarded an IMLS/State Library grant for the 2023 summer reading program. The grant will cover kickoff and closing events for summer reading, a teen intern, establishing an older pre-K story time, and a school-aged book club. Laurie noted that she would like to see increased diversity among the program attendees for story time, and pointed out that members of the BIPOC community tend not to attend programs/events where they may feel under-represented. Erin agreed and the Board suggested holding events in parts of Rock Hill that are often overlooked, such as the apartment complex near the Fairfax House.

Erin also shared that she is working on applying for a grant through MSD that would allow the library to overhaul the back patio as part of MSD's work on increasing surface permeability. She has spoken with SLF Landscaping and Design about proposing a grant project to install permeable pavers, with an estimated cost of around \$25-30 per square foot. The grant would cover up to \$7,000, so the library would need to fund the remainder of the project. Diane asked if we would be allowed to apply more than once. Erin will check if the applicants are allowed to reapply. Erin also noted that she is currently working with Rock Hill's Parks Department to

partner on building a story trail with an IMLS Spotlight on Literacy grant. Grant awards cover up to \$15,000 of project costs, but do not cover installation. Oak Trail is tentatively being considered as the site of the first trail.

Laurie asked Erin to clarify the board application process for potential applicants. The current application and accompanying resume are requirements that the City of Rock Hill has implemented, but should not dissuade prospective board members from applying.

Committee Reports

None

Communications

Chantal noted that the Webster-Kirkwood Times recently referenced the RHPL letter about the proposed Missouri Secretary of State rule in a recent article on book-banning and censorship in public libraries and schools.

Unfinished Business

MO Secretary of State Proposed Rule Update

Erin shared that the proposed rule by the MO Secretary of State garnered over 18,000 public comments. STL Today has created a link through which the public can download approximately 16,000 of those comments. Erin noted that the eMissourian reported that the SOS is 'disappointed' in the outpouring of public comments. The Board discussed possible next steps, including challenging the SOS office's adherence to administrative procedural rule. Chantal suggested that it would be best to reach out to some of the legal organizations in our community, such as Legal Services of Eastern Missouri.

Chantal moved to amend the agenda to address the library's cybersecurity risk assessment in closed session. Diane seconded. Motion passed unanimously.

Library Services Policies Review: Items I-VI

Erin presented proposed revisions to library policies I-IV (Public Services) and V-VI (Use of Volunteers and Patron Behavior in the Library). Laurie raised concerns that some of the identity/residency documentation requirements for library card applicants might be overly restrictive. She noted that not all residents will be able to provide a photo id or a passport, such as international students. Erin shared that the library card application requirements are standard for most public libraries, and help to reduce theft and loss of the collection. Laurie asked what the library currently records as loss, and Susan noted that there are serial offenders.

Chantal pointed out that the library has to balance the desire to create a welcoming space with its duty to the taxpayers in the community. She suggested that the current list might be too restrictive, since it doesn't include green cards or visas as a form of identification. Patrick noted that the library must fulfill its obligation to the taxpayers, and suggested that the I-9 may be a good resource for creating a fuller list of documentation requirements. Laurie also suggested adjusting the age limit in policy VI to 12 throughout. Erin will work on expanding the list and will

present a new draft of the policies at next month's meeting. Karen moved to table discussion of revising the library policies I-VI to the February board meeting. Laurie seconded. Motion passed unanimously.

Chantal moved to enter to closed session. Laurie seconded. Roll call vote approved unanimously. Meeting adjourned at 7:42 p.m.

Board entered open session at 8:40 p.m. Laurie moved to adjourn the meeting. Karen seconded. Motion approved unanimously. Meeting adjourned at 8:40 p.m.