

**Minutes from a Regular Meeting of the
HIGHLAND CITY PUBLIC LIBRARY BOARD**

Thursday, September 24, 2020 at 7:00 p.m. via Zoom

IN ATTENDANCE

Board Members

Jessica Anderson, Secretary
Mike Burns
Briawna Hugh
Claude Jones
Becky Lewis
Natalie Reed, Vice-Chair
Kim Rodela, City Council Rep.
Edgar Tooley

Other

Donna Cardon, Library Director and
Board Executive Officer
Erin Wells, Assistant Highland City
Administrator (left at 8:24 p.m.)

Absent

Roger Dixon, Chair

A quorum of the Board being present, Board Vice-Chair Natalie Reed welcomed those in attendance and began the Library Board meeting at 7:05 p.m. as a regular meeting. The meeting agenda was posted on the Utah State Public Meeting Website at least 24 hours prior to the meeting.

AGENDA

1. Welcome

Becky Lewis was welcomed and introduced herself. She worked for Provo School District and was the supervisor of their libraries and also worked at the Provo Library. The Board briefly introduced themselves to Becky.

2. Public Comment

None

3. Consent Agenda

- a. *Approval of Minutes from January 23, 2020*
- b. *Approval of Minutes from April 23, 2020*
- c. *Approval of Minutes from August 27, 2020*

Jessica Anderson pulled all three sets of minutes from the consent agenda. Vice-Chair Natalie Reed decided to consider them before reports. Jessica Anderson noted that minor adjustments needed to be made to all three minutes to include certifications recommended by the City.

Mike Burns moved to approve the minutes with the corrections recommended by the City. Briawna Hugh seconded the motion. The vote was recorded as follows:

Yes	Jessica Anderson
Yes	Mike Burns
Yes	Briawna Hugh
Yes	Claude Jones
Yes	Becky Lewis
Yes	Natalie Reed
Yes	Kim Rodella
Yes	Edgar Tooley

The motion passed.

4. Reports

a. Director's Report

Donna Cardon summarized her report.

- Programming is mostly live in the council chambers, with adjustments as necessary. The parent/child book club is occurring live and attendance is steady.
- The new book drop came and was installed yesterday.
- Study room is the book quarantine room; the library used CARES Act funds to buy some shelves and bins to organize the room.
- The library is also using CARES Act funds to buy new furniture to replace any furniture that is upholstered that cannot be wiped down. They are mostly 12 years old and need replacing anyway.
- Super Hero Event coming up will be spaced with only one family going through at a time. Library will be closed that day to accommodate the event.
- Friday and Saturday of Halloween will have the candy machines set up so kids can trick or treat out of them without contact.
- City Councilor Scott Smith won an award from the Utah State Library Association for his tireless support of libraries.

b. Outreach Committee Report

Briawna Hugh, chair of the Outreach Committee, reported. She noted that the committee has not had a chance to meet together, but that the Board has been working generally on the outreach community interviews. Discussion ensued about next steps on the outreach program, whether to continue the interviews or to have the outreach committee start focusing on specific sectors. Donna would like the Board to continue the interviews as they can and the Outreach Committee to collect the reports that have been done into a single document. Claude Jones asked about outreach to Alpine and Cedar Hills.

Becky Lewis is informed of her membership on the Outreach and Library Fund committees. Briawna Hugh agreed to have the outreach committee compile the interviews that have been done so far and to forward the interview list and questions to Becky Lewis. Donna noted that asking about what caused each individual the most headache this month would be a good question to add to the interview list. Briawna Hugh noted that we might consider reaching out to additional groups, such as teens. Becky Lewis recommended that contacting community libraries might be a good step.

Erin Wells noted that the City still has CARES Act funds to spend and has donated some things to local schools and would be interested in doing more as needed. Donna Cardon is looking at getting Kindles to load with Battle of the Books books and a subscription to Tumble Books. If those things happen, we will need to spread the word.

c. Strategic Planning Committee Report

Mike Burns, chair of the Strategic Planning committee, reported that the committee met a couple of weeks ago and worked on extending the current strategic plan out to about 2025. That plan, which is coming up on the agenda, will be presented to the City Council next month.

5. Action/Policy Items

a. Strategic Plan

Donna presented the updated proposed strategic plan, which is included in the packet. Under the state guidelines, the strategic plan needs to include an introduction with a history of the library. That was not modified much, except to note

that some meetings occur electronically and to update the information about the Friends of the Library and the Foundation. Donna removed the grant section, because there are no grant items specifically in the works at the moment. This plan is updated throughout with references to capital improvement. Specific goals for the next five years were included with anticipated initiation/completion dates. Donna Cardon briefly went through the goals, noting her reasoning. Updating nonfiction to support Common Core curriculum has already been done, using COVID-19 funds. Programming is currently a struggle, so the goals are largely to maintain and build upon our current programs.

The library would like to establish better relationships with local schools. Number of current library card holders is down to 1200; Donna Cardon would like to make it a priority to increase this number. Becky Lewis noted that Provo Library would schedule school visits to promote the library. The library had planned to go in to promote summer reading but were unable to do so because the schools were shut down due to COVID-19. Right now, schools are reluctant to allow adults into the schools. But Briawna Hugh noted that there are ways to get in. The outreach committee will meet and discuss the options. Natalie Reed recommended having the outreach committee meet with appropriate library personnel to combine forces on this issue.

The City is developing a method where people could text reference questions to the library and the library could respond (without using their personal phones). Security gates are probably necessary, because we are losing more books than previously thought – about 900 this summer. The gates will cost about \$6,000. For example, sometimes people don't realize that a book didn't get checked out properly on the self-checkout; recently, a brand-new book that had never been checked out disappeared. And many things that were due back during the closure have not come back. Hopefully, those will come back. Staff training is an ongoing goal.

The major change to this version of the strategic plan is the addition of a timeline for adding additional library space. It specifically identifies a facility in the plot east of the library, which would include a large meeting space, medium-sized program rooms, study rooms, and an art gallery. The plan notes that the library will administer the space but that may change as things go forward and community partners join in. The plan is roughly outlined as follows:

- Establish team to investigate creation of space
- Do a community assessment
- Obtain a rendering

- Edgar Tooley suggested using a university class/students to complete renderings
- Create an initial budget
- Check in with the City Council (as frequently as necessary)
- Hire fundraising consultant (Library Foundation to pay)
- Start a fundraising campaign
- First funding milestone
- Second funding milestone

The Board discussed whether the ultimate vision is to have the library stay where it is and then have the meeting space on the lot or to have the library move completely into the new building. The City does not necessarily need the additional space where the library is, unless maybe the other City building goes away. It might not be optimal to stay in the current space as is, because the population is growing. And the library is already small for our population. We may want to expand the current space at some point. But the current plan is for the new building to at least start out simply as community/programming meeting space. We just want to get started and the plans can evolve. The City Council will likely be more receptive of the need for more meeting space versus more space for physical materials, especially if we can show need and how the space will benefit the community. Donna Cardon spoke to additional programs that could be held if there was more space. We will need to work on the best way to present/market the proposed space.

Becky Lewis noted that School Library Journal is having a free online program with many authors. The library could possibly set up a screen, so people could watch. Becky Lewis will send more information to Donna Cardon.

The Library Board will do its annual presentation to the City Council on October 6, 2020. A part of that will be presenting the strategic plan, and the council will vote on the strategic plan in November.

Jessica Anderson moved to approve the revised strategic plan as presented. Mike Burns seconded the motion. The vote was recorded as follows:

Yes	Jessica Anderson
Yes	Mike Burns
Yes	Briawna Hugh
Yes	Claude Jones
Yes	Becky Lewis

Yes	Natalie Reed
Yes	Kim Rodella
Yes	Edgar Tooley

The motion passed.

b. Report to City Council

Edgar Tooley, as chair of the Reports Committee, reported that Donna has compiled the information, and Edgar is working on the script and the slides for the presentation.

Briawna Hugh moved to give authority to the report committee, working in conjunction with the Library Director, to finish preparing the report and then present it to the City Council on October 6, 2020 without further approval from the general Board membership. Jessica Anderson seconded the motion. The vote was recorded as follows:

Yes	Jessica Anderson
Yes	Mike Burns
Yes	Briawna Hugh
Yes	Claude Jones
Yes	Becky Lewis
Yes	Natalie Reed
Yes	Kim Rodella
Yes	Edgar Tooley

The motion passed.

Erin Wells left the meeting.

6. Discussion Items

a. Strategies for Increasing Library Use

Donna Cardon is concerned about the drop in library card holders over the past year. Edgar suggested that we start with the City Council; not all of them have library cards. Donna Cardon would like to try to the double diamond from business marketing. (Becky Lewis again suggested going in to the elementary schools.) First diamond: you start with the original diamond, generating a ton of ideas about the problems

and challenges people have. Once you have a huge list of possibilities, you narrow it down and decide which ones to address. Second diamond: generate tons of ideas about how to address the problems. Once you have a huge list of possibilities, you narrow it down and decide what to implement.

We have some extra funds at our disposal (due to budgeting and COVID-19), and we need to figure out what people would like, what would make them want to get a library card.

Over the next month, the Board will compile lists of issues and stressors that face the community (i.e., how the library can serve the community better). Mike Burns noted that library card holders may not be the best metric to measure use. Edgar Tooley noted that people having library cards is a great tool for us (and them) to use. Briawna noted that people do not have to physically be in the library to be an active library user, given the electronic items available. We need to communicate the library services to people who are not using the library. Donna Cardon will create and circulate a Google Doc to place the generated ideas.

Donna Cardon noted that there is an opportunity for the Library Board to tour the new Orem facility. She will look into it and perhaps schedule it for our November meeting.

Vice-Chair Natalie Reed read the following statement aloud (which should have been done at the beginning of the meeting):

I Natalie Reed, Highland City Library Board Vice Chair, hereby declare that due to the COVID-19 pandemic, holding a Library Board meeting with a physical anchor location presents a substantial risk to the health and safety of those who may be present at the anchor location due to health concerns with Board members and their family members. Members of the public are invited to participate in the electronic means which are detailed in the Board Meeting agenda. This declaration is dated September 22, 2020.

7. Future Agenda Items

- a. *Review ideas and generate additional ideas related to current problems and challenges facing the community (as part of the overall strategy to increase library card holders)*

The Board's next meeting is scheduled for October 22, 2020 at 7:00 p.m.

8. Adjournment

Claude Jones moved to adjourn the Library Board meeting. Mike Burns seconded the motion. The vote was recorded as follows:

Yes	Jessica Anderson
Yes	Mike Burns
Yes	Briawna Hugh
Yes	Claude Jones
Yes	Becky Lewis
Yes	Natalie Reed
Yes	Kim Rodella
Yes	Edgar Tooley

The motion passed. The meeting adjourned at 8:46 p.m.

I, Jessica Anderson, Highland City Library Board Secretary, hereby certify that the foregoing minutes represent a true, accurate, and complete record of the meeting held on September 24, 2020. This document constitutes the official minutes for the Highland City Library Board Meeting.