

**HERRICK DISTRICT LIBRARY BOARD MINUTES
FEBRUARY (VIRTUAL MEETING)**

Holland, Michigan
February 28, 2021

Members

Present

Kleinheksel – remote from Holland Township, MI; Barry – remote from Scottsdale, AZ; Becker – remote from Holland Township, MI; Dewey – remote from Laketown Township, MI; Kool – remote from Laketown Township, MI; Petzak – remote from city of Holland, MI ; VanAllsburg – remote from Park Township, MI; Marroquin – remote from Holland, MI

**Member
Absent**

N/A

Staff

Director Kooiker, Assistant Director Cook, IT Manager Sneathen, North Branch Manager Carpenter, Collection & Digital Resources Manager Ginman, Web Development Librarian Ferguson, IT Assistant Hammelman

2021-13

Approval of Agenda

Upon motion by Becker, 2nd by VanAllsburg, the agenda was approved at 4:03 p.m.

2021-14

Consent Agenda

Upon motion by Marroquin, 2nd by Becker, the consent agenda items were approved with the exception of the previous month's minutes.

2021-15

January 2021 Minutes

Upon a motion by Barry, 2nd by VanAllsburg, minutes from the previous meeting were approved with an amendment to update the left-column action numbers to begin with 2021-01 to reflect the new year.

2021-16

Citizen's Comments

Lucy Davis made remote public comment from the City of Holland, MI.

2021-17

DIRECTOR'S REPORT: February 2021

1. Staffing: This month, Spring White has put together a list of all of the employees who have anniversaries in January and February which are provided at the table. I thought the board might like to see this on a monthly basis.

2. Teen Services: Amanda Heidema, our teen librarian is helping to lead a cohort of the Young Adult Library Services Association (YALSA) called Transforming Teen Services. Allow me to quote from the promotional email "Library staff are uniquely positioned to positively impact teens as they grow into adults. By listening to teens and by creating opportunities aligned to their developmental needs and interests, we can create transformative, truly teen-centered library services. By offering connected learning and computational thinking opportunities to our teens, we can help them build skills that will prepare them for their futures. To better help our teens, this cohort will be exploring the how's and

why's of teen services, reflecting back on our own youth, and discussing tips on creating more impactful teen programming." This program has filled to capacity. I am very proud of the work that Amanda and the team are doing.

3. North Branch – The North Side Branch has now been open to grab and go service for the past three weeks. The first week saw 897 people, the second 775, and the third 776. In addition to those coming into the library curbside service is still in play. The North Branch team served about 60 cars a week in curbside service in addition to the in person visitors.

4. Main Library updates: seeing the space and cohesive design of the North Branch has reminded us of much needed updates to the main library. Mary and I are looking at working with an architectural firm this fiscal year on some pre-design work and then budgeting for schematic design in the next fiscal year. This will allow us to create a several year plan for updating the main library in a cohesive way. A proposal will be coming at the March board meeting.

5. Sara DeVries (and several other staff members) are attending BiblioCon, which is a conference put on by the company that offers Bibliocommons and Biblioweb. She shared this from a keynote and her observations:

"Studies show the pandemic shifted digital customer service forward by about 10 years

- 75% of customers used more digital services in 2020 than they would have if the pandemic had not occurred. 60% of people intend to continue using these digital services after the pandemic is over. 59% plan to continue using buy online pickup in store services.
- 92% of companies plan to spend more to improve digital personalization and the customer experience
- 87% of companies are working with external collaborators to provide better digital service

I'm proud of us! Our recent decisions over the past few years at HDL are keeping us relevant in a digital first, or for some people digital only, customer service world.

- We've continued to increase our eLibrary spending and recognize that increased eLibrary usage is likely a new normal
- We are planning to continue offering curbside service long-term
- We are offering digital only library cards
- We are actively researching options for online registration for cards
- We are contracting with external collaborators like Bibliocommons, Biblioweb, Orange Boy's Savannah product, Codex, and other products to help improve the digital customer experience and provide digital service. We recognize that spending more to provide better digital service is vital to a good customer experience."

Thanks to Sara for her observations and encouragement.

6. Finally, our teams are continuing to work with Outdoor Discover Center (micro-library in Park Township), Community Action House (contracted social worker at Main), interviewing for Groundworks Coordinator position, participating in the Equity Challenge with the United Way and thinking about objectives and budget for the next fiscal year.

2021-18

President & Trustee Comments

President Kleinheksel commented on how fabulous the North Branch is, and mentioned how much she looks forward to the libraries opening fully again.

2021-19

Committee Reports

Building Committee no meetings are currently scheduled; Finance Committee met on February 11, 2021, next meeting is May 13, 2021; Policy/Personnel next meeting is April 8, 2021.

2021-20

Gifts

Upon a motion by Dewey, 2nd by Petzak, a motion passed to accept with thanks the gifts donated to the library the previous month.

2021-21

Adjournment

Upon a motion by Marroquin, the meeting was adjourned at 4:56 p.m.

Submitted by Sara DeVries, Community Relations Manager, Board Clerk