

**HERRICK DISTRICT LIBRARY BOARD MINUTES
THURSDAY, FEBRUARY 29 | 2024**

Members Present Marroquin, Becker, Dewey, Kleinheksel, Kool, Petzak, VanAllsburg

Member Absent Rutan

Staff Director Kooiker, Assistant Director Williams

2024-14 **Approval of Agenda**

Upon motion by Becker, 2nd by Dewey, the agenda was approved at 4:30 p.m.

2024-15 **Consent Agenda**

Upon motion by Kool, 2nd by Petzak, the consent agenda items were approved.

2024-16 **Citizen's Comments**

There were no citizen's comments.

2024-17 **Friends of Herrick District Library**

There was no report from the Friends. The Friends are on their winter break in between their board meetings.

2024-18 **Director's Report: February 2024**

1. Children's area on the second floor is open! Kudos to the entire team who worked hard on the planning, moving, and opening. It has been a busy time in the department since the opening and it is good. The quiet reading room with magazines and genealogy collection has been moved to the auditorium on the lower level. On the main floor Groundworks is waiting for furniture and will be opening up within a few weeks.

2. Community Action House Annual Review: Dwayne and I met with Community Action House to review the partnership over the past year. Community Action House has been offering a Housing Counseling course here with a HUD certified counselor from their Financial Wellness team since October 2023. Since then, they have had 28 guests who attended. From January to December 2023, CAH served 350 unique clients and had 1137 appointments here at the library. The top services provided are case management, relationship building, housing, Q-link/phone, and Mi-Bridges/Food Stamps.

3. BSA is the new Financial Software that we will be implementing with City Hall. The work on setting up our instance of BSA has started and we will hopefully transition to the new software sometime in June of this year.

4. Community Relations has secured \$10K per month in free Google ads through the Google Ad Grants program for non-profit organizations. CR is working with a company called Koios to apply for the grant and run the ads so that we can maximize the use of these funds. Koios works with multiple libraries across the country to facilitate Google Ad Grants including Capital Area District Library (Lansing, MI) and KDL. Koios will charge HDL \$5200.00 to facilitate the ad grant next year, which will provide up to \$120K in free Google advertising. Koios is already beginning the work by providing a trial period until the end of this fiscal year where we are able to take advantage of their services for free while we make the decision about contracting with them for FY25. Administering Google Ad Grants on our own would be time intensive. Most libraries who try to do so are only able to utilize a small fraction of the Google Ad Grant funds because of the time commitment and learning curve involved. Since Koios specializes in Google ads specifically for libraries, we're able to take advantage of their expertise for a relatively small amount compared to the value of the free ads we receive. We look forward to seeing how the ads work for us as we complete the onboarding process.

5. Natalie and I met with Steve Bulthuis from Holland Township to talk about the possibility of placing a vending machine in the new Holland Township Recreation Center. We will continue to work towards this possibility.

6. Staff Training focus for the Months of February and March is to watch the Ryan Dowd trainings on "Mental Illness" parts 1-4. Staff also hosted a learning opportunity based on the training around Sexual Harassment.

7. Winter Reading Program: we did a winter reading program for both children and adults in January and part of February with the number of patrons who completed the challenge at 575 which is up 170 people or 42% over last year. There was a run on the moose prizes.

2024-19 **President/Trustee Comments**

President Marroquin thanked the staff for their hard work.

2024-20 **Committee Reports**

Finance Committee met on February 8, 2024, next meeting May 2, 2024; Policy/Personnel next meeting April 11, 2024 No building committee meeting is scheduled.

2024-21 **Gifts to the Library**

Upon a motion by Becker, 2nd by Kool, a motion passed to accept with thanks the gifts to the library from the previous month.

2024-22

Adjournment

Upon a motion by Dewey, the meeting was adjourned at 5:30 p.m.

Submitted by Sara DeVries, Board Clerk