

Barberton Public Library
Regular Board of Trustees Meeting, April 27, 2023

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MEMBERS PRESENT

Kenneth Cheatham
Jennifer Doll
James Leonard
C. Racyne Leskanic
Terri Masich
Holly Miller

ALSO PRESENT

Ann Hutchison, Director
Michael DeSan, Fiscal Officer
Melissa Futrell, Deputy Fiscal Officer
Maggie Rose, Public Relations Associate

MEMBERS EXCUSED

Heather McMullen

Vice President Miller called the meeting to order at 6:30 p.m.

Hutchison reported that the Friends of the Library's spring book sale will be held on Friday, May 12 and Saturday, May 13, 2023. The FOL Executive Board has drafted a revision of their bylaws to remove the annual scholarship, which will be presented for approval at the May 17, 2023 meeting.

Moved by Masich, seconded by Leskanic, **to accept the minutes** of the March 2023 Board meeting. Ayes: Cheatham, Doll, Leonard, Leskanic, and Masich. Nays: None. Motion carried.

Futrell informed the Board that there were errors in the January and February 2023 minutes and requested a motion to accept the corrected minutes.

Moved by Masich, seconded by Leskanic, **to accept the corrected minutes** of the January and February 2023 Board meetings. Ayes: Cheatham, Doll, Leonard, Leskanic, and Masich. Nays: None. Motion carried.

DIRECTOR'S REPORT

Circulation: Hutchison reviewed the March 2023 statistics, highlighting several areas of growth, and noting that circulation of audiovisual materials is up over 50% from 2022 and year to date.

Doll inquired about the increase in website visits in March. Futrell explained that the updated version of Google Analytics is now being used for website statistics, and there are numbers available for engaged sessions and total sessions, whereas the former site only showed engaged sessions. Going forward, the total number of sessions will be counted for statistical purposes.

Programs & Publicity: Hutchison distributed the March 2023 publicity packet and noted that attendance at live programs increased 74.7% over March 2022. Year to date, attendance is up 73.8%.

Recent programs of note include the 120th Anniversary celebration on April 7, Discovery Storytime featuring Mayor William Judge on April 25, and Got Game on April 26, which was attended by over 100 people. Reminisce with the Bodnars, held on March 25, was attended by 82 people, and has been viewed 223 times since being uploaded to the Library's YouTube channel.

Donations:

Anonymous: \$5,000.00, for Children's programming
Anonymous: \$5.00
FOL: \$250.00, for Founders' Day celebration
Carol Leskanic: 18 books

Linda Moyers: \$125.00
Susan Pribonic: 10 books
Kristina Young: Children's books

Moved by Masich, seconded by Doll, **to accept the donations.** Ayes: Cheatham, Doll, Leonard, Leskanic, and Masich. Nays: None. Motion carried.

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Strategic Plan: Hutchison shared a progress report with the Board, noting that the Library continues its partnership with Ohio Means Jobs of Summit County by hosting a representative to help patrons with resumes, job searches, and interview preparation each Wednesday from 10:00 a.m. to 6:00 p.m. Additionally, the first week in May is In-Demand Jobs Week, and OMJ will focus on jobs in IT, healthcare, manufacturing, and transportation, and intends to have a representative available at all Summit County Libraries on Tuesday, May 2. BPL and OMJ will also host career workshops and quarterly hiring events that will focus on Barberton employers.

Hutchison shared that she has received proposals from three local marketing firms for consultation services involving a marketing plan, brand assessment, and marketing campaign. She, DeSan, and Rose recommend moving forward with Triad. Miller requested an official recommendation with rankings of all three companies and suggested that Triad be invited to speak to the Board. The Board requested that the meeting be scheduled at 6:00 p.m. on May 16 or May 24, 2023.

Staff will visit Wadsworth Public Library on May 8, 2023 to view their current renovation project. Miller is working on the bidding documents for BPL's first-floor renovation project and expects to have a draft completed within the next two weeks.

Hutchison informed the Board that a discussion between the City of Barberton and the Barberton Historical Society regarding a Barberton history museum is underway, though in its early stages. If plans for the project move forward, the Library's involvement would support goal two, objective two.

Hutchison also noted that policy revisions are underway, and that she intends to present the Board with updated versions of the Customer Code of Conduct, Unattended Minors, and Meeting Room Policies for approval at the May meeting.

Hutchison left the meeting at 7:00 p.m. and returned at 7:02 p.m.

Department Update: Rose shared an overview of her position and duties, including shaping the Library's message to the community, designing promotional materials and publications, and building relationships with community organizations on behalf of the Library. With the loss of The Barberton Herald, Rose has been exploring alternative advertising outlets, including the South Side Leader newspaper, and plans to add indoor Metro bus ads in 2023, which will include a QR code that links riders to BPL's digital services. Rose serves as the staff liaison to the Friends of the Library, and on the Board of the downtown Barberton Christmas Walk committee. Rose also maintains the Library's website and makes an ongoing effort to keep the site modern, intuitive, and accessible.

Other: Reference Services Manager Gretchen Quin attended a workshop regarding the solar eclipse that will occur on Monday, April 4, 2024, and has ordered 2,000 pairs of eclipse glasses. Barberton will be in totality for the eclipse, and Main Street Barberton is interested in partnering with the Library on programming for the day.

Hutchison shared that the Library will once again participate in the Summit Bike Share program, with bike loans resuming as weather permits.

Hutchison provided an update on the Aunt Flow personal sanitary dispensers that have been installed in the Library's family restrooms.

FISCAL OFFICER'S REPORT

The Public Library Fund tax distribution for the month of April 2023 for the Barberton Public Library was \$78,018.48.

DeSan reviewed the financial reports, bank reconciliations, reappropriations, and bills paid for the month of March 2023, noting that he would like to add additional certificates of deposit in the coming months.

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Moved by Masich, seconded by Cheatham, **to accept the financial report, bank reconciliations, reappropriations, and bills** paid for the month of March 2023. Ayes: Cheatham, Doll, Leonard, Leskanic, and Masich. Nays: None. Motion carried.

COMMITTEE REPORTS

Finance and Audit Committee: No meeting held.

Personnel Committee: No meeting held.

There was a discussion regarding the annual evaluations of the Director and Fiscal Officer. Doll will forward the evaluation forms used in 2022 to Cheatham, the current chair of the Personnel Committee.

Building and Equipment Committee: No meeting held.

Summit County Library Trustees Council: No meeting held.

COMMUNICATIONS AND CORRESPONDENCE

OLC Legislative Update: Hutchison attended Library Legislative Day on Wednesday, April 26, 2023 at the Ohio Statehouse Atrium, where Senator Matt Dolan was presented with Andrew Carnegie Award for his work with Libraries.

Hutchison, DeSan, Futrell, Doll, and Leonard will attend the OLC Trustee Dinner on May 6, 2023 at 6:00 p.m. at the Embassy Suites by Hilton Cleveland Rockside in Independence. The event will focus on how library trustees and administrators can be effective advocates, particularly as the state legislature focuses its attention on the Fiscal Year 2024-25 state budget and will feature guest speaker Senator Matt Dolan.

Community Correspondence: Hutchison shared a thank you note from former Library Director Barbara Kirbaway for the Volunteer Appreciation Tea held on April 20, as well as a card from Marty Bodnar thanking the Library for the opportunity to share stories from his high school basketball career on March 24.

OLD BUSINESS

None.

NEW BUSINESS

Hutchison informed the Board that Miller's term expires on June 30, 2023. A Resolution to extend her term or Motion to accept her resignation will be needed at the June meeting. Should her term be extended, Hutchison will arrange for an elected official to attend the July meeting to administer the oath of office.

Tiffany Peters, Barberton Community Foundation's Director of Finance, will attend the May meeting to provide an overview of and answer questions regarding the Library's Now and Forever Fund.

Moved by Masich, seconded by Leskanic, **to adjourn** the meeting at 7:35 p.m. Ayes: Cheatham, Doll, Leonard, Leskanic, and Masich. Nays: None. Motion carried.

Holly Miller, Vice President

Kenneth Cheatham, Secretary