

**MINUTES OF THE BLOOMFIELD TOWNSHIP PUBLIC LIBRARY
BOARD OF TRUSTEES**

Bloomfield Township Public Library
Oakland County, Michigan
Tuesday, October 18, 2016

At 7:00 p.m. the Regular Meeting of the Bloomfield Township Public Library Board of Trustees was called to order by President, Joan Luksik.

Present: Trustees: Tom Deska, Grant Gerhart, Judy Lindstrom, and Joan Luksik

Administration: Library Director, Carol Mueller; Assistant Director, Tera Moon; Director's Secretary, Linden Godlove

Guests: Brooke Hoskins, Adult Services Librarian; Klaren Gerhart, Bloomfield Township Resident

Upon discussion, a motion was made by Judy Lindstrom, seconded by Grant Gerhart **TO APPROVE THE ORDER OF ITEMS FOR THE REGULAR AND CONSENT AGENDAS.**

A vote was taken for approval of the motion.

Ayes: Deska, Gerhart, Lindstrom

Nays: None

MOTION CARRIED

President's Verbal Report:

Joan Luksik would like to extend a sincere thank you to all Trustees for all their help with the "Fall for Dahl" event. She expressed thanks to Judy Lindstrom for her ideas. Thanks were given to Tera and Carol for their leadership, direction and organization. It was a really fun day, with a fantastic turnout that exceeded expectations. She also expressed her thanks to the staff who worked very hard, particularly in Youth Services and Adult Services. Thanks to Tom Corliss, who did extra cleanup throughout the evening and into the night.

Director's Verbal Report:

Carol Mueller also wanted to thank everyone for all of their help. The Library had just over 140 guests, which exceeded expectations, and earned about \$5,000. The bills for the event were about \$800 and \$5,600 was roughly the total collected in sponsorship and ticket sales. The Board worked so hard with everything, and Carol heard many staff comment about how helpful our Board is. A new puppet theater is part of our strategic plan space assessment objective.

October 9 was the Bloomfield Township Open house and the Library had a table at the Senior Center. Staff gave out coupons to young guests to get a free book at the Library, where they could also enjoy a live performance of "Frog and Toad by Wild Swan Theater." There were about 40 attendees for this performance.

This is Friends of the Library Week, so all are encouraged to thank a Friend if you see one. In October, the Friends approved our entire wish list. Thanks can also be expressed in an email, which can be sent to Tera, who will forward the sentiments to the Friends.

On the Bloomfield Township Public Library's Facebook page, one person left the comment, "my favorite library in East Michigan." There was also praise there for the "Fall for Dahl" event.

A long draft of a bid proposal was included in the Board Packet. This is going out next week for the Library's technology infrastructure, which needs replacement of parts. There will be work behind the scenes which should not impact public services.

REGULAR AGENDA:

Call to the Public: Joan welcomed Brooke Hoskins, Adult Services Librarian, and Klaren Gerhardt, Bloomfield Township Resident

UNFINISHED BUSINESS:

No items for discussion

NEW BUSINESS:

Strategic Plan update and discussion.

Carol gave huge thanks to Tera Moon for coordinating this process, which involved twenty-seven staff members divided into six teams. Carol is pleased with the amount of staff participation at the implementation stage.

Tera Moon reviewed the Library's Strategic Planning Process. Our plan was approved in 2015. The plan concluded eight months of work with the Board, staff, online surveys, and statistical reports. This information was distilled in a daylong meeting where staff prioritized investments in the plan. The investments were narrowed to a total of six, and in May, teams were formed to work on these. Tera then provided an update on all six investments and team recommendations.

1. Improve Way Finding

The team determined the scope of the problem and suggested solutions to resolve this problem. They asked staff to track when people sought help to locate something. For another exercise, patrons were asked to draw map of the library from memory, to get an idea what patrons do and do not use, and what they are not aware of. The team's recommendation is to review Library way finding by hiring a professional consultant.

2. Offer library tours to new and existing users

The team created a short video tour/promo. It is in production now and should be ready at end of the week. A new team will be formed to plan in-person tour details.

3. Develop consistency and application of policy by staff

The team recommended several ways to build awareness of current library happening, events, and procedure reviews in order to provide excellent customer service to our patrons.

4. Developing a marketing and awareness plan.

This team is writing a marketing plan. More resources will be used ensure patrons are

connected with the programs that would interest them. The newsletter will be reevaluated for content and design. They will explore other options to expand outreach in the community. The goals will be prioritized and set into phases.

5. Create a coordinated programming plan, focusing on quality over quantity.

This team will meet regularly to coordinate programming and create themes.

6. Space planning – reevaluate the layout and the spaces

This team was charged with drafting an RFP, with an evaluation of the scope of the problem, assessing what worked and did not. A new team will be formed to draft a RFP for space needs assessment, including wayfinding.

The Board was asked, “What is your one dream for the BTPL?” and a discussion followed.

Judy Lindstrom expressed that she’s thrilled the staff collaborated on this. She expressed that it is challenging to see what is happening in the library and with other non-profits in the community and suggested an app could be created. She also suggested an app could be made, demonstrating what a library card can do. She thought a more frequent e-bulletin would be useful, and thought more targeted emails should be explored.

It was generally discussed that an interactive calendar with touch screens could help cardholders delve deeper into opportunities at the library. They suggested video signage, and more interactive elements on the website.

Pam Williams shared that she always wants to maintain that “wow” factor, but wondered how we could “keep the wow current?” She loved the relationship with Bloomfield Hills Schools with the art mosaic and is excited about other possibilities there might be for us to collaborate together. Pam likes random acts of kindness and surprises, as she witnessed at another library.

Joan Luksik said her dream is that the community would consider this their first stop as an information resource for all types of media.

Tom Deska expressed, “We have such a jewel here,” and wondered how we get consistent and increased usage.

Grant Gerhart feels the evening programs with concert on first and third Fridays are a great way to outreach. What do we want to with this in the future?

Tera thanked the Board for the attention and their thoughts.

DISCUSSION OF ITEMS REMOVED FROM THE CONSENT AGENDA

No items removed.

OTHER:

Joan Luksik announced that the Trustees will be sworn in at 6:30 on Tuesday, November 15 by Bloomfield Township Clerk Jan Roncelli. The Board is going to have an official photograph taken after the meeting.

Joan will be appointing a Nominating Committee at the November meeting. Trustees terms officially begin on November 20. In December, the slate of officers will be presented.

The Development Committee meeting is on November 1 at 11 a.m., where the photography contest will be discussed.

Meeting adjourned at 8:01.

The next meeting of the Bloomfield Township Public Library Board of Trustees is Tuesday November 15, 2016 at 7:00 p.m. in the Board Room, with a swearing in at 6:30 p.m.

Submitted by:

Judy Lindstrom, Secretary