

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

Bloomfield Township Public Library
Oakland County, Michigan
Tuesday, November 17, 2020

At 7:02 p.m. the Regular Meeting of the Bloomfield Township Public Library Board of Trustees was called to order by President Judy Lindstrom.

Present: Trustees: Tom Deska (via Zoom), Sandra Edwards, Judy Lindstrom, and Joan Luksik

Administration: Director Carol Mueller, Assistant Director Tera Moon, and Administrative Assistant Linden Godlove

Guests: Roger Luksik, Bloomfield Township Resident

Upon discussion, a motion was made by Sandy Edwards and seconded by Joan Luksik **TO APPROVE THE ORDER OF ITEMS ON THE CONSENT AGENDA ITEMS FOR THE REGULAR AND CONSENT AGENDAS**

A vote was taken for approval of the motion.

Ayes: Deska, Edwards, Lindstrom, and Luksik

Nays: None

MOTION CARRIED

PRESIDENT'S VERBAL REPORT:

President Judy Lindstrom announced that Trustee Eli Greenbaum has decided to resign from the Board of Trustees. The Board appreciates the time he served as a Trustee. The stewardship of the Library is in great hands. She read a resolution regarding Eli Greenbaum. Trustee Eli Greenbaum's resignation was accepted by the Library Board.

DIRECTOR'S VERBAL REPORT:

Director Mueller echoed what President Lindstrom expressed regarding Eli Greenbaum. She gave thanks to Eli for his many contributions to the Library, including his term as president. All will be looking forward to his visits as a patron. She shared with the Trustees a timeline for the election of a new trustee, as well as an application, and some other elements to the process of appointing a new Trustee. All Trustees present approved the selection process and posting for the vacant Trustee position. The swearing in will occur prior to the December 15 Library Board Meeting.

The Library will return to Phase 2 of closure, where the building will be closed to the public and

services will be limited to virtual services, telephone reference, and curbside, starting on November 18, 2020. This decision was made after the Governor's announcement and seeing the increase in cases of Covid-19, specifically in Oakland County and Bloomfield Township. Many libraries around the area are returning to curbside service also. It is not anticipated that the Library will move out of this phase before the end of the year. All Trustees expressed their unanimous support for this decision.

There have been two significant staff anniversaries recently. Karen Efimoff has worked as a Circulation Page for 45 years. On the day of this meeting, Youth Services Department Head Marian Rafal celebrated her 40th Anniversary with the Library.

The Library received a comment via Facebook Messenger:

"Today my grandson and I made our first trip inside the library since March. As we're leaving with the 30 books he checked out he said, 'I've really missed this.' Just wanted you to know how much all your hard work is appreciated and how happy we are to have such a wonderful library as part of our community."

REGULAR AGENDA:

Call to the Public:

Bloomfield Township resident Roger Luksik had no comment.

UNFINISHED BUSINESS:

No unfinished business.

NEW BUSINESS:

11a. Appointment of Nominating Committee

President Lindstrom appointed a Nominating Committee of Sandy Edwards and Joan Luksik with the purpose of creating a slate of officers for the year to be presented at the December Library Board Meeting.

11b. Marketing Update

Assistant Director Tera Moon reported that the Library had previously relied on posters, brochures, and other methods of in-house promotion to communicate its services. Without having people in the building, the Library is turning to other resources to communicate to patrons. Recently, the Library used software called Savannah to send an email to every patron in the library's database. Of the many emails sent out, only two recipients unsubscribed to the service. Fifty percent of the recipients opened the message, which is an outstanding "open rate." The Library will continue to send out monthly emails and work on messaging for a more targeted approach.

Social media has been relied on during this time. The Library has a strong Facebook following and its "likes" have increased during recent months. Posts to Instagram have increased to one or more a day. Videos and other content staff has created have been shared through these platforms. The Library's Facebook and Instagram accounts have received about 200 new followers since the Pandemic began in March. The staff responds to questions sent via Yelp and other platforms.

Marketing efforts support the strategic planning goal to expand awareness, use, and support of the Library and its services.

OTHER:


Trustee Sandy Edwards reported on the Wednesday, November 4 Friends Board Meeting, which was conducted via Zoom. Their revised bylaws were presented. The Friends received books from the estate of former Library Trustee Peggy Cohen, who passed away in 2016. The Friends membership renewals are continuing. The Friends are very eager to return for book sales, but understand that it is not safe to do so at the present time. The Friends next meeting is December 2 at 10:30 a. m.

The next Library Board Meeting will be Tuesday, December 15 at 7 p.m. The topics will include PA 152, the election of officers and committee appointments.

President Lindstrom wished everyone a wonderful and safe holiday.

At 7:26 p.m. President Judy Lindstrom adjourned the meeting.

Submitted by:

A handwritten signature in cursive script that reads "Sandra Edwards".

Sandra Edwards, Secretary