

Board Meeting Minutes

Approved 4/18/2019

TETON COUNTY LIBRARY BOARD MEETING

Thursday, March 21, 2019

Board Member Attendance

Present: Ari Goldstein, John Heberger, Jr., Carol Peck, Susan Scarlata

Absent: Mark Hendrickson

Audience: Dawn Jenkin, Library Director; Isabel Zumel, Assistant Director; Leslie Ryan, Accounting Specialist; Diana Eden, Communications & Digital Media Specialist; Joe Gagnon, Library Assistant, Sr.; Leah Shlachter, Adult Programs Coordinator; Pauline Towers-Dykeman, Library Foundation Executive Director; Karen Terra, Library Foundation Board Chair; John Graham, County Attorney Office; Commissioner Mark Newcomb, Board of County Commissioners; Bob Bell.

Public Comment: No Public Comment.

Foundation and Friends Liaison Update: John, Foundation Liaison, reported the Foundation met a week early on March 19. Significant housekeeping regarding setting up investment policies transpired. Susan, Friends Liaison, reported the Friends met on March 20. High School students painted the Little Free Libraries over the Winter. Lisa Johnson, Friends President, was unable to attend the meeting; new Friends Board Officers will be elected next meeting, bringing on individuals who have worked in the Book Nook.

Meet TCL Staff: Dawn stated while it was requested that it be reinstated, she had not selected anyone to present. In the Adult Programming section of the March 2019 Director's Report she featured Leah Shlachter's write-up of MOTH and asked Leah to give an overview of the write-up for the Board. Leah introduced herself to the Board and shared the successes of collaboration between the Library's Cabin Fever Story Slam, Center for the Arts and the MOTH, a renowned national storytelling event.

Consent Agenda: Minutes from 2/14/19 and 2/21/19 Board Meetings, Correspondence Report, Director's Report, February 2019 Financials, Library Supporting Organization Reports-TCL Foundation and Friends of TCL Reports.

Susan requested pulling the February 2019 Financials.

Action Item: John moved to approve the Consent Agenda. Ari seconded. All voted in favor.

February 2019 Financials

Susan asked how the launch of and training on the new website had gone. Diana responded that the website has been up for a month and has been successful; we continue to tweak, add content back in and have received good feedback from staff and from Carol regarding mobile view. Analytics will be taken. Isabel encouraged everyone to look at the website and provide feedback, particularly regarding mobile vs. desktop view as configuration changes with screen size, and functionality-how easy is to find things? Based on feedback, CivicPlus can assist with fine-tuning functionality. Three trainings sessions with CivicPlus were completed; CivicPlus was very responsive with providing initial training and with answering on-boarding questions. We will be integrating Google Analytics to capture the amount of traffic using our catalogue and ascertain how our website is being used, for example like a virtual branch. Dawn distinguished between viewing the website on a mobile device and via a library app. She indicated we are looking at a Demco product to use that would support greater functionality of our website calendars, program signups and room management. It could also assist with promotions. She reiterated transition to CivicPlus has been functionality and content focused; the next phase will be design focused. Carol asked if some of the data from the old site analytics were still available; Isabel replied catalogue search and mobile view data was. Susan asked for clarification on "design;" Dawn further elaborated. John asked if there were a structured way to solicit feedback from website users; Dawn indicated that would be addressed later in the meeting with the Frameworks for Library Activities/Outcomes Assessment.

Action Item: Susan moved to accept the February 2019 Financials. John seconded. All voted in favor.

Payment of Library Vouchers: Ari stated the bill for parking lot snow plowing and hauling of snow is high this winter due to snowfall volume; rates have not been increased. ACT tutoring began with JH Tutoring; a one-time set-up fee was paid. Isabel added that the program is Foundation-funded and is how we are addressing college prep.

Action Item: Ari moved to approve the vouchers. Susan seconded. All voted in favor.

John asked Isabel to address further what the new tutoring program entails. Isabel explained that one of the elements Nick Grenoble provided was one-on-one college prep tutoring. Jackson Hole High School administrators indicated the test prep courses the Library offers fill an important gap for their students who cannot attend test prep courses offered by the High School due to scheduling conflicts. JH Tutoring was selected to provide this service. Through technology, students in Alta are also able to participate. The first session was held; about a dozen students attended. John expressed his appreciation of the Library's coordination with the High School.

Draft Framework for 2019 Library Activities: Dawn explained this element demonstrates to the Board we are creating organizational frameworks ensuring we meet our strategic objectives. Dawn elaborated on the Staff Training, Technology Replacement, Library Promotions and Outcome Measurements Schedules and indicated additional schedules will ensue including a 5-year Capital Improvements Schedule and an Outreach Schedule. John congratulated the Staff and Management for the structured organization of the planning documents. Carol noted that the Outcome Measurements Schedule was going to be important for assessing our work on the Strategic Plan, which we are about halfway through. Dawn said that we are working to better understand some of our statistics generated through the state library system and reach a clearer understanding of the definition of some of our statistics. Dawn added that when she attends her State Library Directors' Orientation, Collection Services staff and Circulation staff will join her and meet with State Library Staff counterparts about circulation and materials use numbers. John asked if other libraries in the state are doing something similar with library statistics and outcomes. Isabel said that we are the only library in Wyoming using Public Library Association's Project Outcome for service and program evaluation. Ari suggested we look at Project Outcome survey results quarterly to better understand this set of evaluation data.

Library Board Planning: Carol indicated her term ends June 30, 2019 and asked John to forward the Board skill-set matrix to her; she will distribute it to the other Board members. Each Library Board member will review and self-access his/her skill set. The matrix will be forwarded to the County Commission, so the Commissioners have the make-up of the Library Board in mind when interviewing candidates. Ari's term concludes at the same time, but he can reapply while Carol cannot. In the past the application process began in April with the public posting of Board open positions; submission of applications was due by mid-May; interviews took place in late May; appointments occurred in June. Carol explained that each Library Board Member meets a couple of times during the year with a County Board member and updates him/her on the Library's activity and reviewed the current pairings. The Library's budget presentation to the Board of County Commissioners will be on April 29 and a week before the presentation Library's annual report will be published and shared with the public.

Other Matters: Dawn informed the Board that the Ordway Auditorium roof has developed a leak; the roof is under warranty and the contractor will be repairing it as soon as possible. The previous Gallery installation was staged by Community Entry Services and the Art Association; the next Gallery installation will be displaying the Wellness Garden in May Park, a project being led by Age Friendly Jackson Hole. The Library's annual audit occurs in August and preparation has begun. The Edible Books Festival occurs on April 25 and a judge from the Library Board was requested. John asked if installation issues with Neurilink have been resolved. Isabel explained the relationship would be reviewed after Neurilink's contracted installation and annual maintenance are complete.

Carol adjourned the meeting at 12:53 p.m.