

**Board of Library Trustees
Special Meeting
August 18, 2020 at 4:00 pm
Online via ZOOM
Minutes**

Present:

Carolyn McHugh, President
Catherine Grasso, Vice President
Kip At Lee, Secretary
Delores Brown
Martha Grahame
Jeffrey Lewis
Carrie Willson, Executive Director
Beverly Izzi, Recorder

Absent:

Ron Crupi

Call to Order:

Meeting called to order at 4:02pm by President McHugh.

Approval of the Agenda

Ms. Grasso moved to approve the agenda for the Board of Library Trustee (BOLT) August 18, 2020 meeting as distributed. Ms. Grahame seconded the motion. Motion passed unanimously.

Minutes

Mr. At Lee made a motion to approve the minutes from the June 16, 2020 Board of Library Trustees (BOLT) meeting and the July 7, 2020 Special BOLT meeting. Ms. Grasso seconded the motion. Motion passed unanimously.

President's Report

President McHugh shared that she, Mr. At Lee, Ms. Grahame, and Mr. Crupi attended the last Calvert Library Foundation meeting led by Foundation President Deacon to discuss plans for an October Virtual Auction Fundraiser. Mr. Crupi, who is also a member of the Foundation Board, will elaborate on those plans with the BOLT via email.

The BOLT discussed meeting in person in the future. Some Board members will continue to need digital options for meetings. Library meeting rooms are currently being used for quarantine of materials. President McHugh and Executive Director Willson will discuss options.

President McHugh stated that she had gotten overall positive comments about the Equality Statement with a few suggestions.

Unfinished Business

No unfinished business at this time.

New Business

Capital Budget FY22-27

Executive Director (ED) Willson shared a draft proposal for the FY22-27 Capital Budget to submit to the County.

Mr. Lewis made a motion to approve the draft Capital Budget FY22-27 proposal. Ms. Grasso seconded the motion. Motion passed unanimously.

Draft Privacy Policy

ED Willson shared a draft Privacy Policy with the BOLT electronically. Robyn Truslow, Public Relations Coordinator, gave background information regarding the policy which is needed to submit the Engage app to the Android and Apple marketplaces for Calvert Library.

Mr. At Lee moved for adoption of the Privacy Policy as modified. Mr. Lewis seconded the motion. Motion passed unanimously.

Raising checkout limits

ED Willson proposed to increase the number of items permitted to be checked out at one time on the CRAB (virtual cards used by Calvert County Public School students) cards from 5 to 10 items and on a regular customer card from 75 to 100 items, this total includes Overdrive checkouts. She noted that St. Mary's County Library has already adopted these increased limits. Mr. Lewis made a motion to raise the limit on regular Calvert Library customer cards to 100 items and on the CRAB Cards to 10 items. Ms. Brown seconded the motion. Motion passed unanimously.

Director's Report

Director's preliminary written report

Brenna Prestidge, Public Services Librarian in Children's at Calvert Library Prince Frederick shared an update from the Social Media team. Highlights include:

Increase in followers from week of March 1 to week of August 17

Total: 8,565 to 9,594 (12% increase)

Facebook: 5,878 to 6,405 (9% increase)

Instagram: 1,140 to 1,327 (16% increase)

Youtube: 27 to 285 (956% increase)

Twitter: 1,520 to 1,577 (4% increase)

Growing Digital Users campaign (about 2 months: May-July) highlighting various digital platforms (e.g. Creativebug, Kanopy, Curbside Pickup)

Twofold campaign:

CLambassador (Calvert Library social media Ambassadors) Flashes- sent once per week

- 80 CLambassadors total (176% increase in CLambassadors since the pandemic began)
- Please join us!

Can-Do Digital (Calvert Library created how-to videos)

- Wanted to encourage our users that they are capable of utilizing digital services and reassure them that we are here to help
- Each video features a Calvert Librarian to make it more personal to our community
- To date, there are 22 videos on our Youtube playlist and they continue to be produced each week even though the Growing Digital Users campaign is complete

Storytime Snippets

- 6 videos are being posted per week
- By the end of August we will have recorded, edited, and posted 132 Snippets
- It's Elementary was added during week 9 through bringing us to 7 videos per week
- Each of the 17 children's librarian has been featured at least once
- Each video also highlights an early literacy tip to continue the education piece for the caregivers in our community
- To date, these videos have received over 20,000 unique views on Facebook alone, over 2,000 views on Youtube, and almost 4,000 views on IGTV (Instagram)- these are conservative numbers

Librarian Recommended

- At least once a week, usually on Mondays, we feature a Librarian Recommended post featuring a photo of the librarian and their chosen book as well as a blurb about why the book is recommended

Grab Bags

- Grab Bags were a direct result of customer requests in comments of a Facebook post advertising Curbside Pickup. Staff responded individually to those customer requests for 'piles of books' and a service was born. We have filled over 525 grab bag requests

Community Resources

- We keep a content calendar for Facebook to help us determine a good balance and schedule for our posts, at least 2 spaces per week (usually more) are set aside for community resources

In addition to all this, they continue to provide:

- Information about COVID Information webinars
- Space for community to interact
- Answer customer inquiries that come in via comments and private messages
- This team of about 7 people have a schedule to keep content balanced each week, keep an eye on what is relevant and what our community needs to know regarding COVID info and co-hosted programs. They continue to look at our posts and what they share with a lens of equity, diversity, and inclusion

Mr. At Lee asked that the admiration of the BOLT and the appreciation of the Board members be noted. The BOLT is aware that the Calvert Library's online presence has become the face of the Library and demonstrates the many ways the Library has stepped up to help our community.

Sarah Wolff has filled the open children's position. Teresa Piovesan will fill Sarah Wolff's part-time Public Services position in circulation. As a result there is now an open position on the Children's team in Prince Frederick.

Re-opening report

ED Willson noted that hand sanitizer pump bottles will be used until the automatic dispensers arrive. Plexiglas has been installed at the last two locations and thus Calvert Library Prince Frederick plans to move to Stage 4 (limited access to the public) August 31, 2020 followed by the branches on Sept 8.

ED Willson and the Coordinators had a meeting with Theresa Johnson from Calvert Health. ED Willson and staff are working on ways the Library can support Calvert Health staff that are parents of Calvert County Public School students.

ED Willson shared that staff are researching the feasibility of having social worker/social work intern in the library. The question was raised about whether the library needed social workers or security guards. Mr. At Lee noted that he had attended a conference at Pratt Library where they discussed this idea. He stated that a professional gives staff additional support, providing a point of contact and referral for people. ED Willson stated that the need to be met is referral for transportation, housing, and in some cases, mental health, not customer behavior issues. The Sheriff's department and State Police are very responsive to calls about security issues. Having a social work student doing internship hours at the library would help the librarians not have to be in the role of social worker. Another question was raised about whether this service would be offered at multiple locations and Willson noted that it would be piloted at Prince Frederick but would not have to be limited to that location.

ED Willson noted that the Sheriff's office knows of Calvert Library reopening plans and dates and will help if needed. They have been responding to other businesses in the county for pandemic-associated disorderly conduct.

FY20 Budget – end-of-year not available yet

ED Willson noted that end-of-year FY20 numbers are not available yet; benefits have not been posted. She also stated that accounts were likely not spent down to under 1% as desired due to a number of factors.

FY21 Budget

ED Willson shared FY21 Budget electronically with the BOLT.

On August 19 the BOLT took an email vote to amend a sentence in the Equality Policy for clarity's sake. The vote passed unanimously.

Action Items

Action Items from prior meetings	Responsible Party	Due Date	Complete?
Compensation Study	Willson, Crupi	On hold	deferred
Return Rates	Willson	quarterly	n/a
Stage 5 Re-opening plan	Willson	TBD	n/a

Reports

Friends of the Library

Ms. Grahame noted that the Friends of Calvert were Library will be getting \$1 for every reusable bag sold during the month of August at the Giant in Prince Frederick. Ms. Grahame shared that the September book sale has been cancelled due to the pandemic.

SMRLA

Ms. Grahame shared that Southern Maryland Regional Library Association (SMRLA) Board has had a few more meetings regarding the Chief Executive Officer (CEO) position for SRMLA via Zoom. They have narrowed down the field, held initial interviews, another round of meetings will take place and they hope to make a decision and offer by the end of the month. She noted that SMRLA operations are all on track under the acting CEO.

Foundation

Ms. McHugh reported that an October date is planned for an online live auction. They are asking Trustees to participate by donating 10 items with a value of \$100 or more. An online auction will be done live by Chesapeake Auction. The Foundation is hoping for a total of at least 100 items. More will come in an email from Mr. Crupi.

Announcements/Other

One Maryland One Book – Author Event October 7 at 7:00 via Zoom

Mr. At Lee stated that the BOLT had received suggestions from staff regarding the Equality Policy and he and President McHugh would be offering a wording change. An email vote will be taken regarding those administrative changes to the policy.

Public Comment

There was no public comment.

Adjournment

President McHugh adjourned the meeting at 5:01pm.

Next Meeting

The next meeting will be on Tuesday, September 15, 2020 at 4pm via Zoom

Respectfully submitted,
Beverly Izzi