

MUSKEGON AREA DISTRICT LIBRARY

A meeting of the Muskegon Area District Library Board was held on Monday, November 21, 2022, at 4:00 p.m. at the Muskegon Area District Library, 4845 Airline Road, Muskegon. Staff present: M. Chandler, J. Endres, B. Hall, M. Higginbottom-Johnson, S. Rinsema-Sybenga, N. Schaner, A. Susalla, R. Suszek, and K. Wisniewski. Also present, M. Anderson, Legal Counsel. Members of the public in attendance: Steve Rauschert of Lakeshore Employee Benefits.

D. Hughes called the meeting to order at 4:00 p.m.

ROLL CALL

Present: Cruz, Richards, Hodges, Hughes, Arter, *Aerts, *Mansfield

Excused: Scolnik

Approval of Agenda

Motion by Hodges, Second by Cruz/Richards

That the agenda be approved as presented.

Motion Carried

Board Development

Tovertafel demonstration from 4:01 p.m. to 4:09 p.m. – K. Wisniewski demonstrated how the Tovertafel works and gave the Board an opportunity to participate in the interactive games. The Tovertafel is an interactive device that projects games and activities onto an interactive surface. Participants reach out to touch animations which respond to arm and hand movements. Games can be played by an individual or by a group and are designed specifically for participants with intellectual disabilities.

*Aerts arrived at 4:03 p.m.

*Mansfield arrived at 4:04 p.m.

Consent Agenda

Motion by Hodges, Second by Aerts

That the MADL Board approves the Consent Agenda Items 5.a. through 5.c.

Motion Carried

Vouchers

Motion by Hodges, Second by Cruz/Aerts

That the MADL Board approves the vouchers for October 2022.

ROLL CALL

AYES: Aerts, Richards, Hodges, Hughes, Mansfield, Cruz, Arter

NAYS: None

Motion Carried

Committee Reports

Finance Committee – Minutes from November 7, 2022, were reviewed by the Board, which included the proposals for the marketing strategy and re-branding of the organization.

Reports/Questions

R. Suszek mentioned that there are updates to the logo re-design initiative and the selection of a new Marketing Manager which will be discussed later in the meeting. He reported that MADL held its first EDI meeting with Ken James. Following the initial meeting, we are approaching our EDI Strategy by establishing more measured/direct

EDI tactics. There will be one more EDI session with Ken James in the spring for the rest of the staff as well as any Board members that would like to attend. He also thanked the Board for their support of the Lakeshore Community Read.

B. Hall noted that Fifth Third Bank offered MADL a special rate that is typically only available to new customers. L. Aerts questioned the weight of the Bookmobile as listed in the Finance Director Report. B. Hall confirmed that the weight including the contents of the Bookmobile is 19,120 pounds.

M. Higginbottom-Johnson expressed her excitement following MADL's participation in Muskegon Township Hall's Trick or Treating event. As outlined in the Associate Director of Operations Report, D. Hughes noted the theft of books from the Muskegon Township Branch Library which resulted in the patron returning the books, applying for a library card and becoming a regular library user.

A. Susalla reported that we received approval on the final report for the outreach van - ARPA Equipment Grant.

S. Rinsema-Sybenga handed out the Muskegon Heights Little Free Libraries brochure. There are four Little Free Library stations in the Muskegon Heights area where anyone can pick-up free books. The celebration that was scheduled for November 19 has been postponed due to inclement weather. MADL's bike lending program - Muskegon Area Bike Library (MABL) - had its first bike repair day in which 30 volunteers were able to repair 50 bikes in one afternoon. She also reported that both the student and public, Matt de la Peña author visits, went very well.

Old Business

Branch Improvements, Ravenna and Dalton – K. Wisniewski reported that the Dalton project is in the stage of floor planning and fabric design.

Ravenna Storyville – The Ravenna Branch re-opened on October 31st as expected. D. Hughes invited everyone to the Ravenna Storyville Open House on Saturday, December 3rd. He explained that the Storyville Village is already in use and has been well received by the community. He reported that the fundraising efforts exceeded their goal.

Strategic Plan – R. Suszek stated that Administration staff's initial training was completed on Tuesday, October 18th with Ken James from Muskegon Community College. There will be another opportunity in the spring for the rest of the staff and Board members to attend the EDI training.

Marketing Study, Rebranding and New Logo – R. Suszek explained that MADL received three responses to the RFP. Two were local and one wasn't complete as they didn't list any pricing information. D. Hughes stated that the Finance Committee met and reviewed the proposal, and they recommend that MADL work with Kindred Consulting for its marketing, logo, and re-branding efforts.

MADL has grown significantly over the past 6 years and in-turn has outgrown its current logo. The current logo emphasizes another organization's now concluded marketing campaign and furthermore, omits some library branch locations. As MADL moves forward with its strategic plan initiatives for 2022-2024, it is one of the organization's goals to expand awareness of the library and its resources by developing new branding that emphasizes what MADL is today and hopes to become in the future.

Motion by Cruz, Second by Aerts

That the MADL board approves the proposal from Kindred Marketing Agency in the amount of \$25,785 for contractual services to re-brand the MADL organization. Services will include market research, design services/logo, and a marketing strategy and campaign.

ROLL CALL

AYES: Mansfield, Richards, Cruz, Hodges, Aerts, Arter, Hughes

NAYS: None

Motion Carried

New Business

2023 Board Meeting Schedule –

Motion by Hodges, Second by Arter

That the MADL Board approves the 2023 Board Meeting Schedule as presented.

Motion Carried

2023 Medical Hard Cap – M. Chandler introduced Steve Rauschert of Lakeshore Employee Benefits. S. Rauschert explained that Public Act 152 is for government organizations that limits the public employer's expenditures for employee medical benefit plans. After reviewing the benefit of using the hard cap verses the 80/20 method, MADL is recommending the Board to approve the hard cap method. This distributes the cost of health care contributions evenly across employees, which ultimately lessens the burden to each employee enrolled in 2023. This is the same method that is currently being used for 2022.

Motion by Mansfield, Second by Cruz

That the MADL Board approve the hard cap method for 2023 employee health insurance contributions pursuant to Public Act 152.

Motion Carried

Introduction of New Marketing Manager, Jackie Endres – R. Suszek announced the promotion of J. Endres to her new role as Marketing Manager. She has a background in I.T., graphic design, as well as a Fine Arts Degree from the University of Michigan. She has proven to be reliable, creative, and innovative. We are excited to have her on the marketing team.

Public Comment

None.

Board Comment

J. Hodges invited everyone to participate in Muskegon Charter Township's Tree Lighting Ceremony on Monday, November 28th at 6:00 p.m. which will include performances from the Reeths-Puffer and Orchard View choir groups.

F. Cruz also invited everyone to join Roosevelt Park for their Tree Lighting Ceremony on Tuesday, November 29th at 6:30 p.m.

J. Mansfield suggested that MADL reach out to students for input on the new logo and re-branding designs.

Adjournment

D. Hughes adjourned the meeting at 4:41 p.m.

Reviewed and Approved by Kim Arter, Secretary.