

MUSKEGON AREA DISTRICT LIBRARY

A meeting of the Muskegon Area District Library Board was held on Monday, May 15, 2023 at 4:00 p.m. at the Muskegon Area District Library – Holton Branch, 8778 Holton-Duck Lake Road, Holton, MI 49425. Staff present: J. Endres, B. Hall, M. Higginbottom-Johnson, C. Le Vey-Rowland, S. Rinsema-Sybenga, N. Schaner, R. Suszek, and K. Wisniewski. Also present, M. Anderson, Legal Counsel. Members of the public in attendance: Jack Vanderboegh, (Holton Board of Education), Cathy V. (Holton Friends Group) and Tammy Jager (Holton Township Trustee).

D. Hughes called the meeting to order at 4:01 p.m.

ROLL CALL

Present: Hughes, Aerts, Root, Richards, Vanaelst, Hodges

Excused: Scolnik, Cruz

Approval of Agenda

Motion by Root, Second by Hodges

That the agenda be approved as presented.

Motion Carried

Board Development

Holton Branch Remodel & Current Events Presentation – C. Le Vey-Rowland presented pre-renovation photos of the branch to highlight the transformation. She was excited to describe a few community partnerships such as the Hope Squad, in which older students read to younger students, as well as Coffee and Chat with Superintendent Bayne. She stated that one of the largest Storytimes included 9 participants, which is a good number for being a small branch.

Consent Agenda

Motion by Hodges, Second by Richards

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

Motion Carried

Vouchers

Motion by Aerts, Second by Root

That the MADL Board approves the vouchers for April 2023.

ROLL CALL

AYES: Hughes, Hodges, Aerts, Richards, Root, Vanaelst

NAYS: None

Motion Carried

Committee Reports

None.

Reports/Questions

R. Suszek is looking forward to receiving the initial data from the re-branding survey and focus groups at the end of this week. The Re-Branding Committee will receive and review the data before taking the next step in the process. He explained that there was a millage campaign question on the survey to help give us an idea of current community support of the library.

B. Hall stated that Fifth Third has increased the Money Market rate to 4.25%. This was in response to B. Scolnik's inquiry last month to review long-term investment growth opportunities.

K. Wisniewski announced that MADL is applying for an LSTA Grant for a laptop kiosk in the Montague community. Patrons will scan their library card to receive a 3-day laptop checkout (not including a charging cable). Laptops cannot be checked out unless the patron's account is in good standing. The kiosk will be located in the vestibule at the City of Montague. The City of Montague has also agreed to help with ongoing licensing and maintenance for the next 2-5 years. The previous two LSTA Grants funded MADL's iPads and ToverTafel.

M. Higginbottom-Johnson announced her election to the Michigan Library Association Board of Directors as well as the opportunity to participate in the Michigan Library Advocacy Day in Lansing.

J. Endres presented the Summer Newsletter featuring summer programs, events, and activities. The 30-second tv commercial has started airing on Comcast stations highlighting MADL's programs, activities, and resources.

J. Hodges commended staff for these amazing initiatives including the updated newsletters, laptop kiosk, and Muskegon Area Bike Library. She is very proud of the staff's accomplishments!

D. Hughes inquired about the Hoopla blocks and what can be done to reduce the blocks? R. Suszek explained that we've already reduced the number of checkouts and it didn't make a difference. Increasing the budget for Hoopla is an option, however that's not feasible at this time.

L. Aerts asked about the Seasonal Library Aide as listed in the HR Report. M. Chandler clarified that it is an exploratory position for those with disabilities. The current aide has a great attitude and is skilled at shelf reading.

S. Rinsema-Sybenga reported that the number of programs increased for the month of April. Some of the programs include MADL at the Movies, New Reader Round-Up, Easter Egg Hunts, West Michigan Environmental Action Council (WMEAC) Community Read, and the Poetry Competition. The Poetry Competition was a huge success, especially among teens (which is typically the most challenging age group for us to reach). The hope is for this to be an annual program with a few process changes such as back end clerical support. She also announced the live action Little Mermaid Program in partnership with the Cinema, Culinary Institute and Boys & Girls Club.

Old Business

Branch Improvements, Dalton – R. Suszek informed the Board that the rest of the furniture has been delivered and installed. The last remaining wish list item is the circulation desk which will be completed at a different time.

Strategic Plan – R. Suszek provided an update on the 2022-2024 Strategic Plan goals:

GOAL 1: Expand Access and Awareness to Library Resources and Materials – One of the next steps is to evaluate hours of operation. Currently, staff are scheduled for their max number of hours each week, so this will need to be taken into consideration if additional hours are added, including Saturday hours. The MADL website is currently being redesigned for a more user-friendly experience. We are hopeful that a new logo will be worked on within the next month.

GOAL 2: Update Programs, Resources, and Spaces – The Ravenna and Dalton Branch remodels are completed. MADL is piloting the new Bike Library at the Muskegon Heights Branch and the Marketing Department has started utilizing geofencing to reach specific communities.

GOAL 3: Support Equity, Diversity, and Inclusion – MADL is working towards hiring a more diverse staff. Through programming and general communication, our message is that we are a welcoming place.

DEI Statement – R. Suszek presented MADL's Equity, Diversity & Inclusion Statement:

The Muskegon Area District Library is committed to serving our communities with welcoming and inclusive library spaces, collections, and services. Library leadership and staff strive to embody this commitment in everything we do, every day. Compassion, acceptance, inclusivity, and cultural awareness guide our interactions and shape meaningful outcomes. MADL embraces our promise to deliver equitable and impactful services as a journey, one that we are undertaking together with the larger Muskegon community. As we work towards a more just and equitable future, we continue to re-examine policies and practices to ensure that we are addressing social and institutional barriers as well as cultural disparities. Above all, we will continue this journey to ensure the library meets the needs of our community and because it is the right thing to do.

L. Aerts gave kudos to R. Suszek for the EDI Statement, she was very impressed!

Marketing Study, Rebranding and New Logo – R. Suszek shared that the focus groups and phone interviews are complete. The community survey will come to a close at the end of this week. There will be a lot of changes and decisions in the coming weeks.

New Business

Director Evaluation – M. Chandler stated that this was previously a three-month process. She'd like to streamline the process to one-month utilizing online survey/forms for the Board Questionnaire and Director Self Appraisal. HR will complete a summary of the questionnaire responses which will be discussed at the June board meeting in closed session. Thereafter, the Chair meets with the Director to present the public director evaluation document. This document is retained by the Board Chair as well as the HR personnel file.

New Norton Shores Branch Sign – There were many questions about the logo being permanently affixed to the new sign as MADL is expecting a new logo soon. R. Suszek explained that the bottom part of the sign is digital, and the logo can easily be updated when the time comes. The City of Norton Shores initiated the new branch sign, and it is MADL's understanding that they won't be charging this as an expense reimbursement.

Letter of Intent to Withdraw from Lakeland ILS System – R. Suszek has drafted this document which will go before the Board next month after the attorney has a chance to review the Foster & Swift Waiver as these documents are in conjunction with one another.

Foster & Swift Waiver – R. Suszek explained that this intergovernmental agreement will recognize MADL, Hackley Public Library and White Lake Community Library as one group rather than three separate entities. M. Anderson will assist in the process by creating the Board of Directors, bylaws, etc. MADL will continue to be a part of the Lakeland Library Cooperative but will have a separate ILS System between the three local library systems which will enable a quicker turn-around on materials, rather than 40+ libraries from Lakeland.

Motion by Hodges, Second by Root

That the MADL Board accepts the Foster & Swift Conflict of Interest Waiver after review by corporate attorney.

Motion Carried

Public Comment

None.

Board Comment

L. Aerts thanked B. Hall for helping to organize the Bookmobile Book Club. 8 people have already signed up!

K. Richards thanked K. Wisniewski for his efforts on the Dalton Branch remodel.

J. Hodges announced Muskegon Township's new initiative through the CDC Walkability Action Institute which will likely focus on the Muskegon Heights community coinciding with MADL's bike initiative there.

A. Root suggested that a children's interactive wall be created in the community room at the Holton Branch.

R. Vanaelst was very impressed with MADL's promotional materials including the newest newsletter!

Adjournment

Motion by Hodges, Second by Root

That the MADL Board meeting adjourns at 4:37 p.m.

Motion Carried

Submitted by N. Schaner