

MUSKEGON AREA DISTRICT LIBRARY

A meeting of the Muskegon Area District Library Board was held on Monday, July 17, 2023, at 4:00 p.m. at the Muskegon Area District Library – Administration Office, 4845 Airline Road, Muskegon, MI 49444. 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.

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

ROLL CALL

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

Excused: Cruz

Approval of Agenda

Motion by Hodges, Second by Root

That the agenda be approved as presented.

Motion Carried

Board Development

None.

Consent Agenda

Motion by Hodges, Second by Richards

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

Motion Carried

Vouchers

Motion by Aerts, Second by Root

That the MADL Board approves the vouchers for May 2023.

ROLL CALL

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

NAYS: None

Motion Carried

Motion by Hodges, Second by Richards

That the MADL Board approves the vouchers for June 2023.

ROLL CALL

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

NAYS: None

Motion Carried

Committee Reports

Personnel Committee – Minutes from June 29, 2023, were reviewed by the Board, which included the promotion/transfer of the full-time Library Assistant II at Norton Shores to a full-time Team Leader or Librarian I in the Processing Department at the Administration Office.

Marketing/Re-Branding/Millage Campaign Committee Meeting – Minutes from June 7, 2023, were reviewed by the Board, which included a recap of the four (4) focus groups, phone interviews, and online survey. The key finding was that libraries are loved and supported.

Reports/Questions

R. Suszek reported he recently met with the City Manager from the City of North Muskegon to review improvements that the City will be making to the library building. The improvements include bathroom renovations, new roof, balcony/porch, community center and additional space in the basement. B. Scolnik questioned why they don't just build a new library building. R. Suszek explained that the City's recent master plan suggested that the community prefers a renovation of the existing building. D. Hughes indicated that a new building had been proposed years ago, but there wasn't enough public support to make it happen. The work is expected to begin on September 1st. R. Suszek noted that he did reach out to Blue Lake Township regarding the possible reappointment of L. Aerts at the end of her term this year. He also mentioned that Karla Bates, a former MADL employee, has offered to chair the Say Yes Campaign Committee with the possibility of L. Aerts being a co-chair if she's not reappointed to the Board.

K. Wisniewski stated that the new shelving for LVPD has been installed and the branch has been rearranged. The mobile shelving at Norton Shores has been installed as well. He announced that orders have been placed for materials needed for MADL's new Library of Things which will likely be housed at Norton Shores.

M. Higginbottom-Johnson recapped the June 27 incident report at Norton Shores. D. Hughes suggested checking the surveillance footage maintained by the City. A. Root inquired about obtaining the footage from the city. M. Higginbottom-Johnson indicated they are viewing the footage.

J. Endres explained that the web statistics increased due to summer reading.

A. Susalla reported that 37 out of 80 bikes have been checked out through the bicycle program.

S. Rinsema-Sybenga announced that the teen room at the Norton Shores Branch is drawing in teens with their food and fun programs. Summer reading started off slow but is gaining in numbers this week. Next week's summer reading will include musicians from the West Michigan Symphony. The Muskegon Heights Festival Parade will showcase MADL's bike library as patrons with bikes will participate in the parade.

Old Business

Strategic Plan – No updates other than the possibility of moving forward with the name change study.

Study, Rebranding, and New Logo/Proposal for Name Change Study – R. Suszek explained that the rebranding project currently includes a new logo, marketing plan and branding. A budget increase enables Kindred Marketing to move forward with the analyzation of an organizational name change.

Motion by Root, Second by Aerts

That the MADL Board authorize Kindred Marketing to proceed with recommendations related to a potential organizational change of name, not to exceed a cost of \$4,500.

ROLL CALL

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

NAYS: None

Motion Carried

New Business

Accept Audit of Financial Statements for Year Ending 2022 –

Motion by Hodges, Second by Root

That the MADL Board accepts the Audit of Financial Statements for Year Ending 2022.

Motion Carried

MERS Actuarial Year Ending 2022 –

Motion by Aerts, Second by Hodges

That the MADL Board accepts the MERS Actuarial Year Ending 2022.

Motion Carried

2022 City of Muskegon Heights Branch Expenditure Report –

Motion by Richards, Second by Root

That the MADL Board approve the Muskegon Heights Branch Expenditure Report/Costs for 2023 as presented.

ROLL CALL

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

NAYS: None

Motion Carried

Letter of Intent to Withdraw from Lakeland ILS System – The Muskegon Area District Library, in conjunction with other libraries operating within Muskegon County, Michigan, is exploring the possibility of establishing, funding, and operating an integrated library system. While this review process is presently underway, the Muskegon Area District Library is providing this notification, as required by the Lakeland Library Cooperative’s Plan of Service (Article III, Section 3) to allow MADL the ability to exit the shared system to establish a new, County based system. B. Scolnik questioned how this would affect the availability of materials. R. Suszek explained that this would allow for more control as the current algorithms are unpredictable. MADL would still utilize the statewide system for materials not available through the County based system. J. Hodges wondered how this might affect the millage and what the effects are if the letter is not well received. R. Suszek stated that the letter is formal notification to begin the withdraw process, but we are under no obligation to withdraw if things don’t work out as expected.

Motion by Scolnik, Second by Hodges

That the MADL Board authorize the Director to provide written notification of MADL’s intent to withdraw from the shared Integrated Library System no earlier than July 1, 2024, to the Lakeland Library Cooperative.

Motion Carried

Foster & Swift Waiver – In the event that the libraries within the County based system should have a disagreement, Foster & Swift would recuse themselves and each library would retain their own legal representation as Foster & Swift represents the new County based system. MADL attorney has reviewed the letter and is ok with moving forward with it. D. Hughes stated that the letter gives permission for MADL to work with the other two libraries on the proposed County based system.

Motion by Root, Second by Hodges

That the MADL Board accepts the Foster & Swift Conflict of Interest Waiver.

Motion Carried

Lead Librarian I – Cataloging Position – Recommending promoting the full-time Library Assistant II to Team Leader or Lead Librarian I. This promotion potentially adds \$5,568 to the salaries budget in 2024, not including minimal additions to benefits. This position would be moved from public service to the Processing Department to support the library’s full-time cataloging needs. There will be no change in union/ non-union positions and there is an estimated annual savings of approximately \$35,558 that will be reverted from Lakeland Library Cooperative for outsourced, cataloging services. This recommendation will have a positive net impact on MADL’s overall budget. This transition will allow in-house cataloging when MADL leaves Lakeland’s ILS. J. Hodges asked about the union’s involvement since it is a union position. M. Chandler explained that there is no change as the position is being modified, not eliminated. K. Richards questioned if the position includes cataloging for all three libraries in the County based system. R. Suszek clarified that the cataloging is only for MADL. L. Aerts inquired about staff’s

comfortability with the change? M. Chandler stated that the change allows for an internal advancement opportunity.

Motion by Hodges, Second by Richards

That the MADL Board approves the transfer of a full-time Library Assistant II union position to a Team Lead or Librarian I in the Processing Department, effective July 17, 2023.

ROLL CALL

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

NAYS: None

Motion Carried

Director Evaluation – M. Chandler shared the evaluation summary with the Board which includes all comments and notes. D. Hughes recognized Ron for his hard work and hitting a home run in his first year.

Motion by Hodges, Second by Vanaelst

That the MADL Board authorize the chair to sign the final director evaluation document.

Motion Carried

Public Comment

None.

Board Comment

B. Scolnik suggested that MADL look into an annual signature fundraising event.

R. Vanaelst inquired about the deficiency listed in the annual audit report. B. Hall explained that this is a normal deficiency for MADL as there is not an accountant on staff. This will be resolved if MADL chooses to hire an accountant.

L. Aerts would like to partner with the Programs Department for Cedar Creek’s arts and crafts event on August 12.

K. Richards was curious about the Effect TV listings included in the Marketing Report. J. Endres explained that the listings detail the time and channels that the MADL commercial aired through Comcast.

Adjournment

D. Hughes adjourned the meeting at 4:56 p.m.

Reviewed and approved by Jennier Hodges, Treasurer.