

Barberton Public Library
Regular Board of Trustees Meeting, August 25, 2022

Page 2519

MEMBERS PRESENT

Caroline Brindo
Kenneth Cheatham
Jennifer Doll
C. Racyne Leskanic
Terri Masich
Heather McMullen
Holly Miller

ALSO PRESENT

Ann Hutchison, Director
Michael DeSan, Fiscal Officer
Melissa Futrell, Deputy Fiscal Officer
Melissa Walker, Customer Services Manager

President Brindo called the meeting to order at 6:37 p.m.

Hutchison shared a letter from Friends of the Library Secretary Patricia Warner to FOL members expressing concerns for the future of the group. The Friends' Executive Board will meet on Tuesday, August 30 to discuss the matter.

Moved by Masich, seconded by Doll, **to accept the minutes** of the July 2022 Board meeting. Ayes: Cheatham, Doll, Leskanic, Masich, McMullen, and Miller. Nays: None. Motion carried.

DIRECTOR'S REPORT

Circulation: July 2022 circulation was 23,805, up 17.2% from July 2021 and slightly from June 2022. Year to date, circulation is 153,256, down 2.4% from 2021. eMedia circulation through Overdrive was 5,815 in July 2022, up 6.4% from July 2021. An additional 380 eMedia titles were borrowed through Hoopla in July 2022, up 59% from last July. Circulation of audiovisual materials was 6,018, up 26.5% from July 2021, and accounting for 25.3% of the month's total circulation.

In July 2022, 7,673 people visited the Library, up 12.8% from July 2021. Of those visitors, 48 received curbside service and 76 visited the Community Health Library. Staff issued 122 new patron cards, up 9.9% from July 2021, answered 1,721 reference questions, and made 43 homebound deliveries. The Library's website was visited 2,725 times, and there were 1,016 computer-use sessions and 2,788 wireless sessions. In July, 548 items were added to the collection and 664 items were withdrawn.

Programs & Publicity: Hutchison distributed the July 2022 publicity packet. In July 2022, 1,059 people attended 50 live programs and outreach events, either in person or via Zoom or Facebook Live, showing a decrease of 12.3% in the number of programs and 6.8% in attendance as compared to July 2021. An additional 808 people participated in or viewed 22 passive and recorded programs and outreach events in July, for a total of 1,867 participants at 72 events. Additionally, 182 people attended 40 non-Library programs or meetings in July 2022.

Upcoming programs of note include a Teddy Bear Picnic on September 7 and Local Author Fair on September 10. Also in September, the Children's Department will host Makerspace Mondays, a drop-in STEAM program, Craft Connections will resume in-person programming, and Paws to Read will be featured for the first time since 2020.

Donations:

Joyce & Richard Anthony - \$100.00, in memory of Nancy Granville
Barberton Library Staff - \$25.00, in memory of Nancy Granville
Eve Beard - \$100.00, in memory of Nancy Granville
Cindy Boswell - \$20.00, in memory of Nancy Granville
Joseph & Marilyn Burger - \$250.00, in memory of Nancy Granville
Jerry & Barb DeAngelis - \$50.00, in memory of Nancy Granville
Jim & Mary Eritano - \$100.00, in memory of Nancy Granville
Janis & Raymond Harcar - \$50.00, in memory of Nancy Granville
Samuel & Kimberly Mayes - \$100.00, in memory of Nancy Granville
Janice Mondl - 5 books
Ginger & Mitch Murphy - \$50.00, in memory of Nancy Granville

Barberton Public Library
Regular Board of Trustees Meeting, August 25, 2022

Page 2520

Cynthia Nall - \$200.00, in memory of Nancy Granville
Debbie Ritz - \$20.00, in memory of Nancy Granville
Tom & Diana Staten - \$50.00, in memory of Nancy Granville
Patricia Stuck-Bursac - \$25.00, in memory of Nancy Granville
Tuesday Study Club - \$100.00
Michelle Worthing - \$50.00, in memory of Nancy Granville
Anonymous - \$1.78

The Board expressed their sympathy to Reference Services Librarian Sarah Granville for the loss of her mother, Nancy, also their gratitude to the Granville family for requesting donations be made to BPL in her memory.

Moved by Masich, seconded by Leskanic, **to accept the donations**. Ayes: Cheatham, Doll, Leskanic, Masich, McMullen, and Miller. Nays: None. Motion carried.

Mission Moment: Hutchison shared that State Representative Tavia Galonski recently expressed her appreciation for how helpful Reference Services Librarian Mary Kay Ball has been to her over the years, dating back to when Galonski was in law school and Ball worked at the University of Akron's Law Library. Galonski was delighted to see the Enchanted Times article featuring Ball's upcoming retirement.

Department Update: Walker provided an update on the Customer Services Department, including passport services and transitioning to fine free, and commended the staff in her department for their hard work and dedication to providing the best possible customer experience.

Walker left the meeting at 6:57 p.m.

Other: Children's Services Manager Alison Huey and Reference Services Librarian Sarah Granville, who specializes in Teen Services, hosted the Barberton City School District's annual bus tour for new teachers at BPL on August 12.

Sunday hours will resume on September 11, 2022.

BPL participated in the Barberton Sports Boosters' Magic Mayhem on August 19 and won the Purple Pride spirit award for the second year in a row.

Hutchison shared that Facilities Services Manager Will Swigart has resurfaced and repainted the parking lot and has also been working to update BPL's landscaping.

September 20 is National Voter Registration Day. Volunteers from the League of Women Voters will have a table in BPL's lobby to assist patrons with voter registration, address changes, and identifying polling locations.

September is National Library Card Sign-Up Month. In past years, the Library has forgiven overdue fines as a promotion for the event. Because the BPL is now fine free, materials recovery service referral fees will be waived for customers who return or pay for all lost or damaged materials on their account in September, or who only owe a referral fee for materials that were previously returned. Skoops Ice Cream has agreed to help promote the event by featuring a custom flavor, Goey Dewey Decimal, during the month of September.

Library Staff will participate in Barberton's Labor Day parade on Monday, September 5.

Hutchison shared that she has been elected Secretary-Treasurer of the Board for the Heritage Ohio DART project.

FISCAL OFFICER'S REPORT

The Public Library Fund tax distribution for the month of August 2022 for the Barberton Public Library was \$85,805.77.

Barberton Public Library
Regular Board of Trustees Meeting, August 25, 2022

Page 2521

DeSan reviewed the financial reports, bank reconciliations, reappropriations, and bills paid for the month of July 2022.

There was a discussion regarding the Library's certificates of deposit and interest rates.

Moved by Leskanic, seconded by Cheatham, **to accept the financial report, bank reconciliations, reappropriations, and bills** paid for the month of July 2022. Ayes: Cheatham, Doll, Leskanic, Masich, McMullen, and Miller. Nays: None. Motion carried.

DeSan reviewed vending machine income, which has decreased significantly over the past several years but requires little staff time or effort and is expected to rise as visits to the Library continue to increase.

COMMITTEE REPORTS

Finance and Audit Committee: No meeting held.

Personnel Committee: No meeting held.

Building and Equipment Committee: No meeting held.

Summit County Library Trustees Council: No meeting held.

COMMUNICATIONS AND CORRESPONDENCE

OLC Legislative Update: Hutchison, DeSan, and Brindo attended the nonpartisan legislative breakfast for the Summit County delegation to the Ohio General Assembly held at Akron Summit County Public Library's Main Library on Tuesday, August 23. Three legislators were present at the event, as well as Jay Smith, OLC's Director of Government and Legal Services, and staff and directors from each Summit County library were given an opportunity to highlight their library's services and accomplishments. Hutchison spoke about esports, BPL's green initiative, and the recent elimination of overdue fines.

Community Correspondence: None.

OLD BUSINESS

None.

NEW BUSINESS

Hutchison informed the Board that the Downtown Barberton Christmas Walk will be held later in the evening in 2022 than in 2021 and requested that the Library remain open until 8:00 p.m. on Saturday, November 26 to participate. This will require an amendment to the Library's 2022 Operating Calendar.

Several Board members expressed that they would be unable to attend the September 22, 2022 meeting, and requested that it be changed to September 29 and that the change be noted on the amended 2022 Operating Calendar.

RESOLUTION 23-2022 – **Moved** by Doll, seconded by Leskanic **to approve the proposed changes to the Library's 2022 Operating Calendar.** Ayes: Cheatham, Doll, Leskanic, Masich, McMullen, and Miller. Nays: None. Resolution adopted.

Hutchison presented the Board with a draft of the Library's 2023 Operating Calendar.

Barberton Public Library
Regular Board of Trustees Meeting, August 25, 2022

Page 2522

RESOLUTION 24-2022 Moved by Leskanic, seconded by Masich, to approve the Library's 2023 Operating Calendar. Ayes: Cheatham, Doll, Leskanic, Masich, McMullen, and Miller. Nays: None. Resolution adopted.

Hutchison presented the Board with the final draft of the Library's Strategic Plan, which will be in effect from 2023 to 2025.

RESOLUTION 25-2022 - Moved by Masich, seconded by Doll, to approve the Strategic Plan as presented, effective January 1, 2023. Ayes: Cheatham, Doll, Leskanic, Masich, McMullen, and Miller. Nays: None. Resolution adopted. See attached page 2523-2526.

Hutchison presented the Board with a proposed revision to the Library Card Policy.

RESOLUTION 26-2022 - Moved by Masich, seconded by Cheatham, to adopt the revised Library Card Policy as presented. Ayes: Cheatham, Doll, Leskanic, Masich, McMullen, and Miller. Nays: None. Resolution adopted. See attached pages 2527-2528.

Moved by Masich, seconded by McMullen, to adjourn the meeting at 7:35 p.m. Ayes: Cheatham, Doll, Leskanic, Masich, McMullen, and Miller. Nays: None. Motion carried.

Caroline Brindo, President

Holly Miller, Secretary

Strategic Plan
2023-2025

Adopted by the Board of Trustees August 2, 2022

Our Mission

Barberton Public Library promotes independent and diverse thought by providing innovative programming, services, and resources necessary for community members to pursue educational, creative, cultural, personal, and professional interests.

Our Vision

Barberton Public Library is the pride of the community, an essential and ever-evolving asset that enhances every chapter of life.

Our Values

Equity: We hold our patrons in high regard and treat them with fairness and justness so that all may thrive.

Service: We provide quality service to all with respect, integrity, flexibility, and pride.

Community Support: We support the community through collaborative partnerships, relationship building, and the stewardship of our intellectual resources.

Caring: We value a welcoming and inclusive environment that is safe for all, and staff that are approachable, kind, and empathetic.

Innovative: We value the expression of creative and resourceful thinking in our development of new programming, services, and resources to serve our community.

Lifelong Learning: We are committed to providing the resources necessary for the continued growth of all members of our community.

Our Future: Strategic Goals

Goal 1: Be an innovative outreach leader.

Goal 2: Serve the community with creative, up-to-date, and accessible spaces.

Goal 3: Champion staff excellence.

Introduction

The Barberton Library began a new strategic planning process in January 2022 in order to prepare for its future after completing its last strategic plan in 2015 and implementing aspects of a plan created in 2017. The Library is committed to serving its community and was equally committed to involving the community in the strategic planning process through a Focus Group and a Community Survey. The new strategic plan seeks to serve the community with relevant and innovative outreach initiatives as well as creative, current and accessible spaces. The plan also builds upon the Library's strong history of staff excellence.

The strategic plan is organized around three strategic goals, each supported by strategic objectives and action items. The plan serves as a guide for decision-making and effective resource allocation. Above all, the plan reinforces Barberton Public Library's commitment to its values, vision, and mission and positions it as an essential and ever-evolving asset, enhancing every chapter of the lives of community members.

The Process

The Barberton Public Library gathered input from the community through an online and print survey yielding 200 responses. In addition, a focus group was held on January 20, 2022 with 12 participants. An All-Staff Planning Session was held on February 21, 2022 during the Library's Staff Day to elicit input from the entire Library staff.

The information acquired from the survey and focus group was shared with the Board of Trustees and the management team of the Library. Responses from the surveys and focus group indicated that the Barberton Public Library enjoys a high level of satisfaction from the community and respondents shared their gratitude for the hard working and welcoming staff, for the well-rounded offerings, and creativity during the pandemic. Respondents see the Library as the place that promotes lifelong learning and community enrichment. The fact that materials, services, and programs are provided for free with no socio-economic barriers was emphasized. The Focus Group participants discussed the Library as a community resource center and gathering place that provides access to technology, programming and volunteer opportunities. There were specific programming suggestions including more technology classes, children's activities after 5:00 PM, and life skills programs for young adults. Other participants suggested a dedicated space for teens, outdoor programming, and a larger drive-thru area. Some respondents requested a larger selection of both print and digital books as well as extended hours. Lastly, there were multiple requests for mobile library services.

The Board of Trustees reviewed and revised the current mission, and created a new vision, and set of core values during a four-hour retreat on February 17, 2022. The Board of Trustees also utilized the knowledge gained from the survey and focus group in the context of a SWOTA (Strengths, Weaknesses, Opportunities, Threats, and Aspirations) analysis which was essential to the formation of new strategic goals.

The Board of Trustees' retreat was followed by an All-Staff Planning Sessions in which the staff worked in small groups to brainstorm ideas around the themes of relevancy, healthy solutions, diversity and inclusion, failure and innovation, and partnerships. Ideas were compiled and provided to the Management Team. A four-hour Management Team retreat was held in March 2022 to consider the strategic goals through five Library-specific perspectives (Customer, Staff, Internal Processes, Financial Resources, and Organizational Resources), resulting in objectives to be employed in achieving the stated goals.

The themes from the survey are carried throughout the plan and are supported by objectives and action steps that will propel the Barberton Public Library on its course for the future.

Planning Team

Board of Trustees

- Caroline Brindo, *President*
- Jennifer Doll, *Vice President*
- Holly Miller, *Secretary*
- Kenneth Cheatham
- C. Racyne Leskanic
- Terri Masich
- Heather McMullen

Management Team

- Melissa Futrell
- Alison Huey
- Jennifer O'Neill
- Gretchen Quinn
- Maggie Rose
- Will Swigart
- Melissa Walker

Administration

- Ann Hutchison, Director
- Mike DeSan, Fiscal Officer

Strategic Planning Facilitator:

- Northeast Ohio Regional Library System

Goal 1: Be an innovative outreach leader.

Outcome: The Library has a clear and concise vision for outreach that is informed by continuous and consistent assessment. The Library is included in community initiatives, and partnerships with community organizations are

leveraged to enhance outreach. Community members are aware of the Library's outreach programs and services due to the implementation of creative and effective marketing strategies.

Objectives and Action Items:

1. Develop a comprehensive outreach vision.
 - Create an Outreach Mission Statement that clearly defines expectations
 - Assess community needs and identify areas for targeted outreach
 - Design a relationship management plan for collaborating with community organizations on outreach
 - Form an Outreach Committee comprised of staff from multiple departments
 - Explore the viability of creating a dedicated Outreach Department

2. Foster a Library culture of continual assessment.
 - Establish a set of criteria for measuring the success of programs
 - Develop and implement an evaluation tool to individually measure the value and impact of all programs and services
 - Establish a procedure to evaluate all programs and services every 1-2 years
 - Create and distribute an annual patron/public survey to assess wants and needs

3. Build an intentional presence with community organizations.
 - Partner effectively with community organizations by strengthening knowledge of organizational missions
 - Prioritize Library involvement on city and community committees and initiatives
 - Provide an infrastructure and criteria for involving all staff in strengthening the role of the Library within the community
 - Investigate the viability of materials return locations at community businesses
 - Emphasize Library meeting room availability on website

4. Enhance communication and energize marketing strategies.
 - Develop a comprehensive Marketing Plan
 - Create a Social Media Team
 - Identify new marketing strategies to increase visits, attract new users, and amplify community awareness of Library services and offerings
 - Design a marketing campaign focused on the value of the Library in preparation for successful tax levy

Goal 2: Serve the community with creative, up-to-date, and accessible spaces.

Outcome: The Library has a carefully considered and deliberate space utilization and remodeling plan which supports the evolving and expanding needs of the community. The Library's presence within the community enables increased access to materials, services, and programming. Alternative sources of funding have been established to support sustained growth.

Objectives and Action Items:

1. Design a space utilization and remodeling plan.
 - Develop a Facility and Maintenance Plan
 - Conduct a space utilization study of current work and public spaces to anticipate and accommodate future community needs
 - Create a multi-year Technology Plan

2. Expand the Library's physical footprint within the community.
 - Explore expansion opportunities and purpose
 - Collaborate with community agencies to optimize growth opportunities
3. Pursue new and diverse financial resources.
 - Create a three-year development plan
 - Enhance relationships with new and current donors
 - Work with local businesses for sponsorship opportunities
 - Explore viability of hiring a Grants Writer or Development Coordinator
 - Initiate a variety of fundraisers
 - Investigate the benefits of growing the Barberton Public Library Now & Forever Fund held by the Barberton Community Foundation

Goal 3: Champion staff excellence.

Outcome: Patrons are greeted by well-trained, knowledgeable, kind, and open-minded staff. The Library is able to serve the community effectively and efficiently with up-to-date policies and procedures. There is adequate staff to meet the needs of the community inside and outside the Library. The staff feel valued by administration and excited to go to work every day.

Objectives and Action Items:

1. Cultivate an environment of continuous staff support and success.
 - Recruit and retain a diverse staff and Board of Trustees
 - Create a comprehensive staff onboarding and training program
 - Establish core competencies for each position
 - Develop a formal recognition program for employees
 - Design a staff only publication of employee achievements
 - Form a staff association
2. Evaluate policies and procedures to optimize organizational effectiveness.
 - Establish standards for operational excellence and customer service
 - Review and update operations policies and procedures annually
 - Identify barriers to effective service
 - Utilize UX (User Experience) guidelines and ADA best practices to reorganize Library website for ease of use
 - Enhance staff communication through the use of tools such as CLEVNET and Microsoft Office software
3. Increase staff to expand service potential.
 - Perform an assessment of staff capacity and capability
 - Evaluate and evolve staffing structure to align with current needs and planned growth path
 - Develop an expanded volunteer program
 - Investigate collaborations with professional service agencies to expand services to the community

Barberton Public Library
Library Card Policy

All Ohio residents, or individuals who work, own property, or attend school in Ohio, are entitled to a free Barberton Public Library card. The Library offers the following card types: Standard, Access, eCard, and Teacher.

As a member of CLEVNET, Barberton Public Library accepts library cards from other CLEVNET member libraries and will not issue duplicate cards to current cardholders.

Standard Cards

Standard cards provide access to all circulating materials, eMedia resources, and public computers.

To qualify for a standard card, an individual over the age of 16 may apply in person at any Barberton Public Library location by providing photo identification, current address, and date of birth. Acceptable forms of photo identification include a valid driver's license, state ID card, passport, or military ID. If the photo identification provided does not show the applicant's current address, proof of current address will be required.

A parent or legal guardian must accompany those under the age of 16, or children over 16 who do not possess acceptable photo identification, to provide photo identification and proof of current address. Children must be present at the time their card is issued. Parents or guardians who register their child for a library card are financially responsible for all materials borrowed on that card. A cardholder who has been referred to a materials recovery service may not register their child for a standard card. Library staff will not monitor the materials used in the Library or borrowed by children. It is the responsibility of the parent or legal guardian to monitor the content and quantity of materials borrowed by their children.

Access Cards

Access cards allow cardholders to borrow up to three print materials owned by the Barberton Public Library, as well as access to the Library's eMedia collection and public computers.

Access cards are available to any adult or child who is unable to qualify for a standard card or any child under the age of 18 whose standard card is blocked or has been referred to a materials recovery service. Standard cardholders over the age of 18 are not eligible for an access card regardless of their account status.

Qualifying individuals may apply in person at any Barberton Public Library location by providing their name, contact information, and date of birth. No photo identification or signature is required.

eCards

eCards provide access to eMedia resources only. Individuals may apply for an eCard through the Barberton Public Library's website. Cardholders with any other type of Barberton Public Library or CLEVNET member library card are not eligible for eCards.

Teacher Card

Teacher cards are available to individuals who function as an educator in a public, private, or homeschool setting, a caregiver at a commercial or private preschool or daycare, or a group leader in a youth organization or educational entity. Regular borrowing policies generally apply, though some materials owned by the Barberton Public Library will qualify for extended loan periods. Materials borrowed using a teacher card should be for classroom use only and not for personal use, and the cardholder is financially responsible for any materials borrowed on the account.

To qualify for a teacher card, individuals over the age of 18 must have a standard Barberton Public Library card or other CLEVNET member library card in good standing. Teachers whose standard card is blocked due to fines or fees or has been referred to a materials recovery service will not be permitted to use their teacher card until borrowing privileges have been restored on their standard card.

Cardholders' Responsibilities

Any item that circulates for public use may be borrowed from the Library at the time registration is completed. Cardholders will be asked to present a valid library card or photo identification when checking out materials.

Cardholders are responsible for reporting any changes in their account information in a timely manner. All library cards issued by the Barberton Public Library must be renewed periodically so that the Library may confirm that account information is current and correct.

Cardholders may grant permission for designated individuals to use their library card to check out materials, pick up reserved materials, and pay fees. The designee will be asked to present the library card associated with the cardholder's account and may be asked to provide photo identification when checking out materials. Cardholders who allow others to use their library card are financially responsible for any materials borrowed by the designee. Because library records are private, designated individuals will not be given information about the cardholder's account that they are using, though parents or legal guardians may be granted access to the account information of their child provided they are listed as the parent or guardian on the account.

Fraudulent use of a library card issued by the Barberton Public Library is not permitted and may result in expulsion from the Library or revocation of borrowing privileges. Fraudulent use of a library card may include, but is not limited to, any of the following acts: obtaining or attempting to obtain a library card by means of false identification or address, using or attempting to use a library card which has been revoked, or using or attempting to use a library card that belongs to someone else without the cardholder's consent.

Lost or Stolen Library Cards

In the event a library card is lost or stolen, it is the cardholder's responsibility to report the loss or theft to the Barberton Public Library or another CLEVNET member library in a timely manner. A police report may be required if a cardholder claims materials were checked out without permission.

A new library card will be issued free of charge to cardholders whose card was stolen; lost cards may result in a fee. Cardholders will be asked to present photo identification when obtaining a replacement card. Materials and fees associated with lost cards will be transferred to the new card.

Authority

The Director has the authority to waive or modify any part of this policy at their discretion if warranted by extenuating circumstances.

All Library policies have been designed to maximize available resources and ensure accessibility. They are always subject to review and revision by the Board of Trustees as necessary.

Adopted by the Board of Trustees July 28, 2022. Revised August 25, 2022.