

# MANHATTAN-ELWOOD PUBLIC LIBRARY DISTRICT BOARD MINUTES

January 28, 2019

The regular meeting of the Board of Trustees, Manhattan-Elwood Public Library District was called to order at 4:31 pm.

**ROLL CALL:** Present: (voting members): Sharon Gill, Robert Braam, Keri English, Chris Boeringa, John Burke. Absent: Kim Ciuffini, Jan Krekel. Library staff: Ashley Hopper, Director

**CHANGES TO AGENDA:** None

**PUBLIC COMMENT:** None

**AUDIENCE TO VISITORS:** None

**MINUTES:** Minutes from November 26, 2018 meeting were approved as written. No Executive sessions from July – December 2018 to approve.

**CORRESPONDENCE:** None

**FINANCIAL REPORTS:** Filed for audit

**DIRECTOR'S REPORT:** We are seeing an 18-20% reduction in electric usage and cost due to the lighting upgrade. Shelving has been ordered for the Children's department and should arrive in March. We have been making changes to the signage in Children's area to make items easier to find for patrons. Shelves have been decorated and rearranged as well. The Per Capita grant, the library's annual certification, and the ILLINET traffic survey have been submitted to the State.

**PAYMENT OF SPECIAL BILLS:** None

**COMMITTEES:**

**Serving our Public:** Treasurer English covered Chapters 5&6. We have added a computer competency test to our employment application (Ch. 5). We meet the requirements for both chapters. Vice President Braam will cover Chapters 7 and 8 and President Gill will cover Chapters 9 and 10.

**Unfinished Business:**

**Carpet replacement:** The carpet replacement project was scaled back to less than \$2600. The tile will be installed on President's Day so that the library won't have to close an additional day.

**New Business:**

**Security Camera Policy** – The new policy outlines the parameters of our security camera use. Policy was approved unanimously.

**Marketing Plan** – There was a discussion of our demographics of cardholders and what materials and services appeal to the different ages. Results of Facebook analytics were discussed and images were shared about what constitutes an engaging post for the library. We will look into the possibility of Facebook advertising as well. We are implementing a regular schedule for Instagram posts, have revamped our weekly Mailchimp newsletter, added a reader's advisory newsletter and have implemented my promo receipt on a circulation computer. We are also talking about new ways to partner with other taxing bodies to share information, including a community calendar.

**ADJOURNMENT:** 5:45 pm

Respectively submitted,

Ashley Hopper, Director