

MUSKEGON AREA DISTRICT LIBRARY

A meeting of the Muskegon Area District Library Board was held on Monday, January 23, 2023 at 4:00 p.m. at the Muskegon Area District Library, 4845 Airline Road, Muskegon. Staff present: 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: Don Kalisz of Kindred Marketing Agency.

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

ROLL CALL

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

Excused: none

Welcome and Swearing-In of New Board Members

M. Anderson performed the swearing in for Randy Vanaelst and he signed the Oath of Office.

*Root arrived at 4:02 p.m.

M. Anderson performed the swearing in for Andrea Root and she signed the Oath of Office.

Election of Officers

M. Anderson took nominations for Chair of the MADL Board.

Motion by Scolnik, Second by Hodges

That Doug Hughes is nominated to serve as Chair of the MADL Board for a one-year term. That nominations close and a unanimous ballot cast for Doug Hughes as Chair of the MADL Board.

Motion Carried

D. Hughes took nominations for Vice Chair, Treasurer and Secretary of the MADL Board.

Motion by Hodges, Second by Cruz/Hughes

That Bob Scolnik is nominated to serve as Vice-Chair of the MADL Board for a one-year term. That nominations close and a unanimous ballot cast for Bob Scolnik as Vice-Chair of the MADL Board.

Motion Carried

Motion by Aerts, Second by Hughes

That Jennifer Hodges is nominated to serve as Treasurer of the MADL Board for a one-year term. That nominations close and a unanimous ballot cast for Jennifer Hodges as Treasurer of the MADL Board.

Motion Carried

Motion by Hodges, Second by Hughes

That Fawn Cruz is nominated to serve as Secretary of the MADL Board for a one-year term. That nominations close and a unanimous ballot cast for Fawn Cruz as Secretary of the MADL Board.

Motion Carried

Approval of Agenda

Motion by Hodges, Second by Aerts

That new business be amended to include 11 c. Audit Engagement Letter from Brickley DeLong, and that the amended Agenda be approved.

Motion Carried

Board Development

Rebranding Update by Don Kalisz of Kindred Marketing Agency – Don explained that the goal of the rebranding project is to shape and define who MADL is and involve the community in the process. This will be done by phone interviews and white board sessions which will include the Board and/or staff. At the end of the project, MADL will have a new brand, logo and marketing strategy. The initial phase will begin in mid-February, the research phase in mid-March with an estimated wrap up in mid-May.

Consent Agenda

Motion by Hodges, Second by Richards

That the MADL Board approves the Consent Agenda Items 7.a. through 7.c.

Motion Carried

Vouchers

Motion by Hodges, Second by Aerts

That the MADL Board approves the vouchers for December 2022.

ROLL CALL

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

NAYS: None

Motion Carried

Committee Reports

None.

Reports/Questions

R. Suszek noted that MADL is trying to schedule a virtual meeting with the Library of Michigan for the board development portion of February's board meeting focusing on the role and responsibility of the Board of Trustees. He reiterated the patron incident at the Muskegon Township Branch as detailed in his monthly report, as well as patron concerns at the Norton Shores Branch. The Norton Shores Branch has seen an increase in incidents due to homelessness. R. Suszek also announced that MADL Montague Branch received a generous \$60,000 gift through the Community Foundation under the Marvin Rosenberg Fund. The fund allows MADL to draw 4% per year to support the Montague Branch. A wall art sculpture was also donated to the library by B. Scolnik. This will be a great addition to the Board Conference Room.

B. Hall stated that the December financial report shows account lines that are overbudget, however, when year end close is completed, these budget lines will reflect balanced accounts for the year on the year-end report. The overages are due to prepaid payments to vendors.

D. Hughes questioned the Conference Room Solution as noted in the IT Department Report? K. Wisniewski explained that the conference room has been set-up with a 180-degree panoramic camera for virtual meetings.

M. Higginbottom-Johnson noted the Muskegon Heights Branch Storyville stats are set to improve due to improved record keeping.

J. Endres explained that moving forward, the Marketing Department Report will include Google analytics to measure website traffic. D. Hughes commented how the data indicates good usage.

A. Susalla reported that circulation numbers are at 98% of 2019 (pre-covid levels). D. Hughes questioned what Pronunciator is? A. Susalla explained that it is a language learning program. In addition to Pronunciator, another language program, Transparent, will be offered for a period to determine which one the best resource.

M. Chandler reported that MADL's Employee Assistance Program (EAP) has been modified for 2023. This program assists employees with therapy, skill assessments and financial assistance. MADL has found cost savings by partnering with Mediate West Michigan for the therapy portion of the program.

S. Rinsema-Sybenga was excited to report the 2022 Storyville and Program statistics. She noted that there were 1,498 programs in 2022. B. Scolnik expressed his pride in MADL for offering The Legacy and Memory of Emmett Louis Till program in which presenter, Jim Herm, shared his research into the Post Civil War South, the legacy of Emmett Till, and the start of the Civil Rights movement. L. Aerts inquired about MADL's Poetry Competition partnership with the Diatribe. S. Rinsema-Sybenga explained that the Diatribe is a group of nontraditional teaching artists partnering with schools and organizations to inspire students to express their stories. They will work with MADL to host assemblies which are aimed at encouraging students to participate in the Poetry Contest. R. Vanaelst questioned what MABL is? The Muskegon Area Bike Library (MABL) is a pilot bike lending program through our Muskegon Heights Branch. If successful, the goal is to add the Ravenna Branch to the program.

Old Business

Branch Improvements, Dalton – R. Suszek informed the Board that the furniture was on order as of 3 weeks ago. At that point there was a 6-week lead time.

Strategic Plan – R. Suszek explained that MADL's website has been re-designed and is planned to launch in 1-2 months. The website is more program focused than previous designs.

Marketing Study, Rebranding and New Logo – Covered at the beginning of the meeting during Board Development - Rebranding Update by Don Kalisz of Kindred Marketing Agency.

New Business

MADL Board Committee Appointments – D. Hughes reviewed current members of the committees: Finance – Hughes, Scolnik and Hodges; Personnel – Cruz and Richards. D. Hughes invited the Board to make remarks about if they'd like to stay on the committees or not. D. Hughes re-appointed himself, Scolnik and Hodges to the Finance Committee, and Cruz, Richards and Root to the Personnel Committee.

New Ad Hoc Committee (Marketing/Re-Branding/Millage Campaign) – R. Suszek described the need for a new sub-committee to assist in the re-branding process and millage campaign. D. Hughes, B. Scolnik and L. Aerts volunteered to serve on the new sub-committee.

Community Foundation Storyville Capital Campaign Fund – B. Hall explained that this fund was opened for the construction of Storyville Villages. The account is currently depleted, and the Board can choose to keep the account open for future Storyville projects or close the account. After much discussion, it was determined that a decision on this matter will be postponed as there is interest in projects at other branches, but hesitation regarding the financial support needed for these projects.

Audit Engagement Letter from Brickley DeLong –

Motion by Aerts, Second by Hodges

That the Audit Engagement Letter from Brickley DeLong be approved and that the Board Chair has authorization to sign the contract.

ROLL CALL

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

NAYS: None

Motion Carried

Public Comment

None.

Board Comment

A. Root expressed her excitement to learn and get involved on the MADL Board.

L. Aerts announced her support of a Storyville Village at the Holton Branch Library and thinks it would be an important addition to that community.

Adjournment

D. Hughes adjourned the meeting at 4:58 p.m.

Reviewed and Approved by Fawn Cruz, Secretary.