

MUSKEGON AREA DISTRICT LIBRARY

A meeting of the Muskegon Area District Library Board was held on Monday, July 19, 2021, at 4:00 p.m. at the Muskegon Area District Library – Library for the Visually and Physically Disabled (LVPD), 4845 Airline Road, Muskegon. Staff present: B. Hall, M. Chandler, M. Higginbottom-Johnson, K. Richards, N. Schaner, A. Susalla, A. Varela and M. Wittkopp. Also present, M. Anderson, Legal Counsel.

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

ROLL CALL

Present: Hodges, Taylor, Barnes, Mansfield, Aerts, Arter, Hughes

Excused: Scolnik

Approval of Agenda

Motion by Barnes, Second by Hodges

That the agenda be approved as presented.

Motion Carried

Board Development

None.

Consent Agenda

Motion by Hodges, Second by Aerts

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

Motion Carried

Vouchers

Motion by Hodges, Second by Barnes

That the MADL Board approves the vouchers for June 2021.

ROLL CALL

AYES: Hodges, Taylor, Barnes, Mansfield, Aerts, Arter, Hughes

NAYS: None

Motion Carried

T. Barnes asked what differentiates Library Idea's Freegal platform from other music/video download apps? K. Richards explained that Freegal allows legal downloads where users own the copyrighted music/videos.

L. Aerts questioned what LSTA stands for regarding the Ellison Education payment? K. Richards and B. Hall explained that it stands for Library Services and Technology Act and it is a grant program that seeks to expand services for learning and access to information.

Committee Reports

Personnel Committee – Personnel Committee Minutes from July 15, 2021, were reviewed by the Board. T. Barnes stated that Committee reviewed the strategic plan proposals, wage increases, MADL University, changes to the Library Assistant I (LAI) and Library Page positions and the addition of a Facilities Custodian, Programs Manager and Marketing Assistant.

Finance Committee – Minutes from July 16, 2021, were reviewed by the Board, which also included an overview of the strategic plan proposals, wage increases, changes to the LAI and Library Page positions and the addition of a Facilities Custodian, Programs Manager and Marketing Assistant.

Motion by Barnes, Second by Taylor

That the MADL Board approves the July 15, 2021 Personnel Committee Minutes and July 16, 2021 Finance Committee Minutes as presented.

Motion Carried

Reports/Questions

K. Richards stated that MADL is busy since restrictions have been lifted and normal activities have resumed.

M. Wittkopp mentioned that Summer Reading participation is 198 away from surpassing 2019 numbers.

Old Business

Branch Improvements – K. Richards stated that the Montague Carpet Project and the Holton Branch Redesign Project is moving forward. The Holton Branch Redesign includes community input on desires and necessities.

Bookmobile – K. Richards reported that the Bookmobile is undergoing water testing and training should be scheduled soon.

MADL Laketon Library Satellite – M. Higginbottom-Johnson indicated that the RFP closed on July 13. There are no further updates at this time.

Salary Survey – D. Hughes explained that wage increases will be included in the budget process.

M. Chandler described the need for a salary survey for both union and non-union employees in order to review salaries against market wage ranges. This is the first compensation study that MADL has completed.

Storyville – D. Hughes expressed the success of the Storyville open houses. He highlighted that there were 35 in attendance at the Muskegon Heights ribbon cutting ceremony, State Representative Terry Sabo cut the ribbons at both Muskegon Heights and Montague, Mr. Rosenberg (donor and supporter of the Montague Branch) attended the Montague ceremony and Norton Shores Mayor, Gary Nelund, attended the Norton Shores ceremony to cut that ribbon. He mentioned what a great achievement this is for MADL as this project was 10+ years in the making.

New Business

Position Control – K. Richards conveyed the need for additional positions and changes with other positions because MADL doesn't have sufficient staffing.

M. Chandler reiterated this and described how MADL can't serve its patrons properly when branches aren't adequately staffed. After reviewing and analyzing MADL's position control, the following changes are being requested for consideration:

Library Page Positions – Sunset all 11 positions by December 31, 2021. Employees currently in these positions will have the opportunity to apply for the LAI positions or find outside employment. With the current job market, 6 months should be plenty of notice should they choose to find outside employment.

Library Assistant I (LAI) Positions – To offset the termination of the 11 Library Positions, it is recommended that 7 new LAI positions be approved (after the sunsetting of 11 Library Pages, the financial impact of 7 new LAI's is the equivalent of 3 new part-time positions). It is also recommended that the expected hours per week be increased to a range of 24-29 hours, currently these positions are a maximum of 24 hours, should the maximum increase to 29 hours, the additional 5 hours per week per LAI will help offset any staffing shortages that we may experience due to regular business operations.

Programs Manager (full-time) – We are recommending a devoted full-time position to manage all library programming, including Storyville activities. Current program personnel have recently been removed from the Marketing Department to fully support patron programming. This new position will manage all programming staff and be able to coordinate the many grants and nuances special to this type of community engagement. It is extremely important to develop stronger programs for increased community support and attendance, which brings new patron membership for future generations.

Marketing Assistant (part-time) – Program personnel previously supported the Marketing Manager with marketing and community engagement activities. By removing them from the Marketing Department, we see a need for a part-time position to be created. This position will report to the Marketing Manager and support activities that will increase community knowledge and encourage patronage of our libraries.

Facilities Custodian (full-time) – Currently, janitorial services are different among all branches and we seek to have consistency across all MADL branches. All of the library facilities contain public and private spaces, including Storyville, and other patron use areas. The current pandemic has driven cleanliness and sanitation to be severely increased. This is above basic standards and building maintenance. By adding this full-time position, we are taking responsibility and recognition for a higher standard of facility management by putting our communities and staff needs first.

Strategic Plan – A. Varela presented an updated Action Plan, which detailed goals and achievements from MADL's 2017-2021 Strategic Plan:

Goal 1 – Prioritize early literacy and learning services to increase the school readiness of children in the Muskegon area. MADL has completed the original 3 Storyville projects and is considering other locations.

Goal 2 – Expand opportunities for lifelong learning and enrichment to advance the educational, workforce, and cultural needs of residents. MADL has increased adult programs, updated discovery packs, added a new Brainfuse tutoring service, Tumblebooks (a student focused resource for streaming e-audio books for children grades K-6) and VOX Books (books that provide audio narration using an audio reader attached to the book).

Goal 3 – Cultivate more welcoming environments across the Library system to increase use and the satisfaction of patrons. MADL has completed renovations at our Norton Shores, Muskegon Heights and Muskegon Township Branches among other pending renovations.

Goal 4 – Engage the community more fully to raise awareness and use of the Library and its resources. MADL has partnered with Lakeshore Diversity Alliance, the Community Foundation, Muskegon Rotary Club, Lakeshore Chamber, Muskegon Area Art Council (MAACC) and the Boys and Girls Club.

Goal 5 – Improve technology and digital resources and services to expand needed offerings and services for patrons. MADL has updated all computers, added WiFi hotspots and created a new website.

Goal 6 – Continue ongoing improvements in administrative and staffing practices to increase efficiency, patron and staff satisfaction, and fulfillment of the Library’s mission. MADL has updated its Policy Manual, upgraded to a new VOIP phone system, began using Slack as a form of staff communication and added an IT Innovation Specialist.

K. Richards explained that the Strategic Plan needs to be updated because the community’s wants and needs have changed post pandemic and the current Strategic Plan only goes to the end of 2021. He reported that MADL received 6 proposals with costs ranging from \$23,000 to \$50,000. Staff reviewed all 6 proposals and narrowed it down to 2 contenders, Library Strategies and Fast Forward Libraries. K. Richards described how Library Strategies was able to give MADL advice and direction with a situation a few years ago free of any cost obligations. He also detailed how Mitchell Research was able to guide MADL through the last millage through a scientific survey.

Motion by Barnes, Second by Hodges

That the MADL Board approves the RFP from LIBRARY STRATEGIES to facilitate MADL’s strategic planning process including associated services at a reduced rate of \$10,400.

ROLL CALL

AYES: Hodges, Taylor, Barnes, Mansfield, Aerts, Arter, Hughes

NAYS: None

Motion Carried

K. Richards explained the need for a scientific survey rather than a random survey. Mitchell Research has a proven record of successful statistical type surveys which is what MADL needs for accurate community input.

Motion by Hodges, Second by Aerts

That the MADL Board approves the RFP from MITCHELL RESEARCH & COMMUNICATIONS to facilitate a telephone survey of MADL’s service area, including users and non-users, for a cost not to exceed \$13,968.

ROLL CALL

AYES: Hodges, Taylor, Barnes, Mansfield, Aerts, Arter, Hughes

NAYS: None

Motion Carried

Motion by Barnes, Second by Hodges

That the MADL Board postpones agenda items 9 b. Additional Positions Proposal and 9 c. Sunset Positions/Additional Library Assistant l’s for the Special Board Meeting on Monday July 26 at 4:00 P.M.

Motion Carried

Ravenna Storyville – K. Richards confirmed that this project has community support including potential donors from that area. He also reported that proposals for the Ravenna re-design and Storyville fabricator have been submitted and received. The redesign will cost \$150,000 which will be covered by MADL. The Ravenna Storyville

fabrication will cost \$180,000. MADL has some funds remaining in the Storyville Fund held at the Community Foundation for Muskegon County and MADL and the Ravenna community will fundraise for the rest. K. Richards also mentioned that there is a fundraising meeting scheduled on Tuesday, July 27th.

Motion by Hodges, Second by Barnes

That the MADL Board approves the RFP from LIBRARY DESIGN ASSOCIATES, not to exceed \$150,000, to cover all moving labor, flooring, furniture, shelving installation labor, electrical work and other contracted services per the RFP for the Storyville Literacy Village at the Ravenna Branch Library.

ROLL CALL

AYES: Hodges, Taylor, Barnes, Mansfield, Aerts, Arter, Hughes

NAYS: None

Motion Carried

Motion by Hodges, Second by Barnes

That the MADL Board approves the RFP from TAYLOR STUDIOS, INC. in the amount of \$180,000 to design, fabricate and install the Storyville Literacy Village at the Ravenna Branch Library.

ROLL CALL

AYES: Hodges, Taylor, Barnes, Mansfield, Aerts, Arter, Hughes

NAYS: None

Motion Carried

Public Comment

None.

Board Comment

L. Aerts thanked D. Hughes and K. Richards for the discussions of a potential future Storyville at the Holton Branch Library.

T. Barnes questioned if hybrid meetings are still an option? K. Richards explained that unless the State changes policies, MADL cannot hold hybrid meetings as we don't have the proper technology in place to run hybrid meetings; the requirement is that the public has the ability to actively participate in the meeting per the Open Meetings Act.

Adjournment

Motion by Barnes, Second by Hodges

That the MADL Board meeting adjourns at 5:10 p.m.

Motion Carried

Reviewed and Approved by Kim Arter, Secretary.