

Nederland Community Library District
Board of Trustees Meeting Minutes
February 23, 2022
The meeting was called to order at 7:01 p.m.

ROLL CALL

Present: Scarlett Ponton de Dutton, Scott Papich, Andrew Bliss, Lisa Ryder, Annie Thayer, Rick Rudstrom, Allie Marshall

Library Staff: Elektra Greer, Shayna, Elise

Foundation: Kathy

Absent:

PRESENTATIONS

Shayna presented a video she produced on the Ulysses event earlier this month. This video is now posted on Library's Youtube: [NCL Celebrates 100 years of Joyce's Ulysses - YouTube](#)

Elisa made a presentation about TikTok and Instagram. The Library is creating accounts on Instagram and TikTok to reach young audiences.

PUBLIC COMMENT

MINUTES

Scott motioned to approve the January 26 meeting minutes. Lisa seconded. Motion passed unanimously.

REPORTS

President's Report

No report.

Foundation's Report

The Foundation will be closing its online merchandise store due to low sales and level of effort to maintain the store. Most sales take place in-person in the Library. Foundation raised more money in 2021 than expected. The Foundation will be funding the Library children's reading program and Library merchandise for volunteers. Foundation volunteers sorted its storage room and is considering hosting book sales at the storage room. More book sales are planned when the weather improves.

Director's Report

Library Usage

Physical Items circulation: 2481 (almost no change from December 2021)

E- Circulation: 413 items (small increase from December 2021)

Kanopy: 239 web visits; 46 plays (30% increase from averages of last year; we did big FB promotion and Kanopy is getting more current titles)

Door Traffic: (extrapolated from hand tallies; we now have our new People Counter installed). 1,432 people for the month.

Website visits: Page views were up 161 % (we added a lot of new features including databases, and I think some of those views were internal to staff). Interestingly, we had 561 visits to Eric Mix's NedSpeaks interview.

FB: Our FB engagements are up 45% (this included February numbers and our Ulysses cake post and our Valentine's Day Dog Biscuit post/give-away!) People "reached" is up 26%.

Janette is doing a great job cross-posting our FB posts to relevant groups in the area.

Community N95 Mask Program 1300 handed out in January (over 200 in February, to date)

Community COVID 19 Home Tests Distribution Program (110 distributed to date)

Technology

Matt Reynolds has been wonderful! We have a new people counter installed and we are in the process of: adding a mounted screen and projector system to the meeting rooms to expand (and streamline) our hybrid programming costs. We will be asking the Foundation to help fund some of the costs as well as using remaining ARPA funds.

Library Databases

World Book and Pebble Go! are now available through our website. Kelly Detzel-Hess has done excellent work with this partnership and she will be tracking usage numbers at NES for us. We have been asked by Jamestown and Gold Hill Elementary schools to also have access (BVSD does not provide any of the mountain schools with database access) and we are putting together a program to allow them access. If usage numbers from those schools not in our service area warrant it, I will ask for financial support from them next year.

Spring Break Reading Programs

Due to the success of our Winter Reading Program, we are creating a short "Database Scavenger Hunt " Reading Program for Spring break to encourage youth to explore our new learning resources.

Programming

We are open for business! We have launched EIGHT programs for February and March (adult and youth-focused) and reception has been extremely positive. We are now offering all our adult programs with both remote and in-person options and it will be very interesting to see which options perform best.

Frozen Dead Guy Days

I have informed our Board President that the library will need to close over the FDGD weekend

due to not enough staff to keep an open facility safe and secure. FDGD is over Spring Break this year and many staff will be out of town. The four staff members available to work are scheduled to walk in the FDGD parade and help with the coffin race. I believe being visible in the community during this event is as important as having the facility open, especially since past years have shown that the vast majority of people who come into the library during the FDGD weekend are people from out-of-town using our bathroom. When we are closed, we conserve a lot of resources and the community is happy to be able to use our parking lot! Being closed for such events also provides visibility to our virtual resources. We will have limited staff in the building answering phones, emails and handling the bookdrop.

Also, in response to some requests from community members to add some family-friendly FDGD events, we will be hosting a silly Peep Diorama competition.

Social Media Marketing

We are shifting around staff duties to be able to have both an Instagram and TikTok (#BookTok) presence. It's very exciting to have new, young, passionate staff who want to help the library with this kind of marketing.

Staffing

Jessie and Kelly are doing an excellent job taking on Youth Services responsibilities and expanding programming in new directions. With both of them very active at NES, and with their respective talents, we have been receiving a lot of positive feedback from parents.

I will be posting the Patrons Services Supervisor/Youth Services position on March 1st. I am hoping we will have an internal candidate who is interested in the position.

Several staff members expressed concern over Boulder County's lifting of the mask mandate. Staff have been reassured that mask wearing will still be recommended (though not mandated) per current BCPH recommendations.

Marni is doing an incredible job taking over some key library operations; she has been helping with QB entries, shipping and receiving, staff trainings and scheduling.

Staff Professional Development

Jessie Ansari will be attending the PLA conference this Spring and will be presenting a report to the Library Board on what she learns. Several staff members are attending the Colorado Library Consortium conference this week (virtual, and very inexpensive). I have been asked to co-present at the September Colorado Association of Libraries Conference in Fall on Library 101 Legislative Work.

Treasurer's Report

January

1. As of January 31, 2022 checking/savings totaled \$261,455 of which we had \$58,296 in Checking, \$15,933 in the Beginning Fund Balance (Savings), \$82,390 in our Reserve Fund,

\$50,000 in land development fund, and \$30,000 in our long-term maintenance fund, and \$24,836 in Savings. \$90,000 was moved from savings to checking to pay January expenses/payroll and to keep a larger balance in the checking account. A journal entry of \$16,000 was entered for the carryover budget balance of \$15,024 from 2021, and now shows on the balance sheet as a separate line item.

2. January 2022 total income was \$29,510 of which \$11,908 was from total Property Tax Revenue, and \$1,769 was from total Specific Ownership Tax.
3. January 2022 expenses totaled \$32,583. Expense categories exceeding \$1,000 are summarized here for review purposes, but all expenses can be found on the Profit and Loss statement: \$4,387 for books and materials, \$4,761 for liability & property insurance, \$1,861 for maintenance, \$1,289 for payroll taxes, \$17,017 for wages, and \$1,090 for utilities.
4. Net income for January was \$-3,073.

New Business

- a. Public Library Annual Report, NCL Usage numbers

Elektra presented a part of the Library's Annual Report which is due at the end of the month. Elektra also showed where more information can be found from the Department of Local Affairs, and the Library Research Services.

- b. Community Bulletin Board Policy

Rick moves to adopt the Community Bulletin Board Policy presented by Elektra seconded by Scott. Motion passed unanimously.

The March 23 Board meeting was moved to March 30 to accommodate Board and Staff schedules.

5. Old Business

Lisa moved to adjourn the meeting at 9:14 p.m. Seconded by Andrew. Motion passed unanimously.