

WHITE PINE LIBRARY COOPERATIVE ADVISORY COUNCIL MEETING

Minutes, April 27, 2022

Draft

Welcome

The meeting was held at Fleschner Memorial Library. Kate Van Auken called the meeting to order at 10:02 a.m. There were 24 attendees at the meeting and 7 attending via Zoom.

Introductions

Ruth Steele, Director at Rawson Memorial Library asked attendees to introduce themselves by stating their name, library, city, and what they were looking forward to that summer.

Approval of Agenda

Jeanette Morrish moved, and Amber Hughey seconded to approve the agenda with an addition of Bookpage discussion to New Business. The motion was carried.

Approval of Minutes

Jeanette Morrish moved, and Jamie Paille seconded to approve December 1, 2021, Advisory Council minutes with the correction to the hyperlink in the Director's report section. The motion was carried.

Director's report

Kate presented her report. Some topics included census 2020 numbers, adjustment to Class sizes and needed changes to 2022-2023 Plan of Service; OverDrive ARPA purchases; renewal of eMagazines in OverDrive; state aid stats for members; Rides delivery fees; MLA ThinkSpace event May 18-19; Michigan Cooperative Director's Association (MCDA) offering customer service program on May 11; TechSparks 2022 event on March 18 and May 27; VOX books purchasing; Equity v. Equality webinar by TLN on March 3; member library visits; the Director's upcoming performance review. See the Director's Report for more details and further explanation.
https://wplc.org/wp-content/uploads/2022/director_reports/director-report-apr2022.pdf

Office Manager's report

Alison presented her report. Some topics included consolidation of Sheila Good & Jane Piersall's workflows and the current weekly office schedule; Interlibrary Loan (ILL) requests; VLC library MARC record requests; LOM Certification; TechSparks 2022 marketing and planning; WPLC website updates; calls for any updates to library contact information & hours; protocol for messages when Kate is out of the office.

Old Business

ARPA Kits/Digital Content/Marketing Update

Tech kits have started to be delivered to libraries that ordered them. Kate will reach out to Steve Bowers regarding order fulfillment status. Kate also noted that materials have been created to help with kit setup and are available online. A brief recap of the digital content purchases mentioned in the Director's report. MLA set to start a marketing blitz to advertise the newly obtained ARPA



resources. A website dedicated to this cause is forthcoming, TV ads are scheduled to start in mid-May, and marketing materials will be distributed to libraries.

New Business

Bookpage

Subscription to the print edition of Bookpage was renewed. At that time, the vendor advised that the digital version with embedded links was no longer free. The cost was an additional \$4000 more than the amount already paid for the physical edition. Interest in purchasing the additional subscription for the digital copy was low due to cost. Additional discussion was had regarding the number of physical copies sent out to libraries.

OverDrive Reciprocal Lending Agreement (RLA)

RLA should be available for WPLC by July/August. This will allow patrons to select a content group other than WPLC when viewing digital content on OverDrive. Each content group will maintain borrowing priority over the items it has purchased. Content groups will need to maintain the current rate of purchasing. Items including for reciprocal lending include ebooks and audiobooks. Kate will follow up with our OverDrive rep for questions members had including Libby mobile features, holds, and stats in Advantage accounts.

Dale Jaslove - Library Card Discount Program

A potential library discount program separate and different from the Michigan Activity Pass (MAP) was discussed. Dale Jaslove, who previously worked with two other cooperatives, offered to set up discount agreements with vendors local to the WPLC service area for a price of \$4,000 through the end of the year. Alison compiled a potential listing of venues if the members decided to pursue this program. After discussion, the members decided to forgo this program.

“Vote Yes” library millage signs

Erin Schmändt, Caro Area District Library Director, brought up the possibility of members’ YES Committees donating funds to purchase library millage signs and storing them in an offsite location. This would allow for access and use of the signs when a library in the Coop had an upcoming millage. Two members offered locations for storage. The possibility of creating a spreadsheet to track the signs and their owners was raised. It was noted, however, that the link to this spreadsheet could not be housed on the WPLC website nor could the signs be stored at the Coop office.

Public Comments/Membership News:

Jessica Callender from Deckerville Public Library shared a recap of her trip to PLA. Her report showcased PLA’s discussions about how the COVID-19 pandemic has hit minorities and low-income families disproportionately hard compared to the general population. She shared additional information from seminars about Re-Engaging Adults into the Educational System and Offering Dementia Friendly Services at Your Library. These seminars have inspired her to create a program at Deckerville Public Library to give out dementia-friendly bags for patrons to take home.

Pam Williams, Frankenmuth Wickson District Library director, will be hosting a notable author on May 7 and another on June 9. In June the author will appear virtually and share a discussion with their Book Club.



BillieJo Bluemer shared that the after-hours series at Rauchholz Memorial Library begins May 10th. She also shared difficulties with a new program coordinated between the library and the high school to incentivize teens to read.

Amber Hughey shared that the website Indeed has been very helpful with hiring new staff. Other libraries shared similar successes in terms of the number of applicants.

Kathleen Naegele from Taymouth Township Library shared the resounding success of their Easter Egg Event this year. The turnout was fantastic, and the community was excited to see the event return for the first time since 2019.

Glenna Ford gave updates on the mold issue at Jacquelin E. Opperman Memorial Library. Her location is a school library that is open to the public, and there has been a slow response from the school board to address the issue.

Beth Schumacher had a great programming experience at Moore Public Library. Shar Mohr from Green Girl Wellness gave a talk about cannabis, its medicinal uses, and the myths surrounding it.

Charlie Mitchell from Brown City shared that the new lights in their library have been installed. They look fantastic, and they brighten the place up!

Next Meeting: Next meeting is set for June 22, 2022. Location TBD.

