



www.BataviaPublicLibrary.org

MINUTES

Standing Committee on Outreach • Board of Trustees • Batavia Public Library District

Special Meeting

Thursday • 3 October 2019

1. **Call to Order**

Trustee MacKenzie called the meeting to order at 7:39 p.m. in the Elizabeth L. Hall Conference Room of the Batavia Public Library.

2. **Call the Roll**

Committee Members Present: Elizabeth P. Larson, Michael E. MacKenzie, and Daniel R. Russo

Committee Members Absent: None

Other Trustees Present: Jo Ann Smith

Staff Members Present: Director George H. Scheetz, Patricia A. Leonard, and Deputy Director Joanne C. Zillman

Visitors Present: None

3. **Approve the Agenda**

Trustee MacKenzie asked whether there were any changes to the agenda.

Motion by Trustee Larson to approve the agenda, as presented. Seconded by Trustee Russo. All: Aye. The motion carried.

4. **Approve the Minutes:** Special Meeting, Thursday, 5 September 2019

Trustee MacKenzie asked whether there were any changes to the minutes.

Trustee Larson requested one factual correction related to Agenda Item # 5, “Approve the Minutes”; namely, change the first sentence to read, “Trustee Larson asked whether there were any corrections to the minutes.”

Motion by Trustee Russo to approve the minutes of the special meeting, as amended. Seconded by Trustee Larson. All: Aye. The motion carried.

5. **Schedule**

Director Scheetz posed the following question:—

As a convenience for Trustee Larson—who did not make this request—who meets at 5:30 p.m. with the Board of Directors of the Batavia Public Library Foundation and later with the Standing Committee on Outreach, is there any objection to swapping the Thursday committee times so that the Outreach Committee meets at 6:30 p.m., followed by the Standing Committee on Facilities?

He noted that the same question was posed to the Standing Committee on Facilities, which deferred the question to its next meeting, because of the absence of the committee chair. Discussion followed.

The consensus of the Committee was to defer this question to the next meeting.

6. **Future Agenda Items**

a. **Priorities for 2019–2020**

Trustee MacKenzie stated that the purpose of this agenda item, in combination with Agenda Item 6 b, was to identify and/or prioritize agenda items for consideration at future meetings.

b. **Future Agenda Items¹**

- New Web Site

Annual Goal Plan for Library Director (2018–2019): Goal E–1 → Speak Up!
Recommendation 2–3

Status Report: A presentation to the Board of Library Trustees is scheduled in October 2019.

- ☼ Recognition as a Library Leader

Trustee Russo expressed support for this topic item as a high priority.

Status Report: Research on criteria and nomination forms for similar awards is now in progress.

- “Meet the Trustees” Event

Trustee Russo, who had originally suggested this agenda item, distinguished it as a philosophy rather than an actual event.

- ☼ Annual Report to the Community

Trustee MacKenzie, Trustee Russo, and Trustee Larson expressed support for this topic as a high priority. A lively discussion ensued.

The consensus of the Committee was that this topic was related to “Community Engagement” (below).

The consensus of the Committee was that the Library should produce an annual report to the community following the end of the current fiscal year (2019–2020).

- Policy on Exhibit Spaces, Bulletin Boards, and Literature Racks

¹Topics identified with a star (☼) were identified by members of the Committee as high-priority questions.

- 🌐 Analytics; Community Engagement and Satisfaction

Trustee MacKenzie, Trustee Russo, and Trustee Larson expressed support for this topic as a high priority. A lively discussion ensued.

Director Scheetz commented on a growing disconnect in libraries, an ever-increasing number of which are abandoning the high-touch, customer-focused, personal-service approach espoused by Batavia Public Library to complement its efforts to engage its community.

In respect to community satisfaction, Trustee MacKenzie suggested a modest beginning with a focus on perhaps 1–3 metrics of success. He identified three simple questions for purposes of discussion:—

- Is the Library fulfilling its mission?
- How many residents are engaging with the Library?
- Are such residents satisfied?

He suggested that the Library’s Management Team consider such questions and possible incentives for such determinations.

Trustee Russo observed the importance of the question, What do particular statistics (or metrics) mean?

Director Scheetz noted that the following three topics were informational in nature.

- Dementia Friendly America Network

Annual Goal Plan for Library Director (2018–2019): Goal E–1 →

- Speak Up! Recommendation 1–4 (Explore ways to maintain and expand collaborative programs with community organizations)
- Speak Up! Recommendation 2–2 (Identify underserved populations and explore new opportunities for programs)

- Batavia Counts: Complete Count Committee for 2020 Census

Annual Goal Plan for Library Director (2018–2019): Goal E–1 →

- Speak Up! Recommendation 1–4 (Explore ways to maintain and expand collaborative programs with community organizations)
- Speak Up! Recommendation 2–2 (Identify underserved populations and explore new opportunities for programs)

Director Scheetz stated that a report was presented to the Standing Committee on Services in August 2019, because the Outreach Committee was not scheduled to meet. It was noted in the report to the Services Committee that this issue relates more directly to the Standing Committee on Outreach.

Status Report: This project, under the leadership of Batavia Public Library in collaboration with the City of Batavia, is well underway.

- Explore More Illinois

Annual Goal Plan for Library Director (2018–2019): Goal E–1 → Speak Up! Recommendation 2–3 (Respond to changing service and technology needs)

Director Scheetz stated that a report was presented to the Standing Committee on Services in August 2019, because the Outreach Committee was not scheduled to meet. It was noted in the report to the Services Committee that this issue relates more directly to the Standing Committee on Outreach.

Status Report: The application process is now in progress.

-
- [1] Identify Underserved Populations / [2] Explore New Opportunities for Programs
Annual Goal Plan for Library Director (2018–2019): Goal E–1 → Speak Up!
Recommendation 2–2 (Identify underserved populations and explore new opportunities for programs)

A lively discussion ensued on the intent of the first element of the Speak Up! Recommendation; namely, “Identify Underserved Populations.”

Director Scheetz suggested a focus on particular demographic groups, such as young professionals, the homeless, the visually impaired, teens, and the hearing impaired.

Joanne C. Zillman, the Library’s Deputy Director / Youth Services Manager, suggested a focus on special needs, such as accommodations in programs and the Library’s collaborative work with Batavia School District #101 to provide work experience for special needs students.

Patricia A. Leonard, the Library’s Promotional Services Manager, suggested a focus on non-users; that is, residents who are not using the Library.

Trustee MacKenzie suggested a rotating focus that encompassed all of the above-mentioned populations—and more.

Trustee Russo noted a pertinent article in a recent issue of *Library Journal* (see Agenda Item # 7, “Comments from the Committee”).

Director Scheetz stated that the following topics were moved *from* the Standing Committee on Facilities for the reasons stated.

- 🌟 Sign for Elizabeth L. Hall Conference Room

Director Scheetz stated that, while this issue is related to the building—typically the focus of the Standing Committee on Facilities—it more specifically focuses on public relations and community engagement, which relates more directly to the Standing Committee on Outreach.

Status Report: This question “was postponed temporarily” by the chair of the Outreach Committee in August 2018 “and may be taken up at a future meeting.” (It was subsequently—and inadvertently—listed as a “Future Agenda Item” for the Standing Committee on Facilities.)

Trustee Larson requested that this topic appear on the agenda for the next meeting.

- Plaque for Historical Site (Batavia Historical Society)

Director Scheetz stated that, while the original issue (“Honor Garden”), as reviewed by the Standing Committee on Facilities in August 2019, related to the grounds—typically the focus of the Facilities Committee—the current issue more specifically

focuses on community engagement, which relates more directly to the Standing Committee on Outreach.

Status Report: Research involving the Batavia Historical Society and the City of Batavia is now underway.

- Telephone for Public Use

Director Scheetz noted that, while this issue is related (in part) to technology—typically the focus of the Standing Committee on Facilities—it more specifically focuses on service to users, which relates more directly to the Standing Committee on Outreach.

- Library of Things

Annual Goal Plan for Library Director (2018–2019): Goal E–1 → Speak Up! Recommendation 2–1 (Maintain a robust collection of materials in multiple formats)

Director Scheetz noted that, while this issue is related (in part) to technology—typically the focus of the Standing Committee on Facilities—it more specifically focuses on service to users, which relates more directly to the Standing Committee on Outreach.

Status Report: This active, recurring initiative is well underway.

7. Comments from the Committee

In relation to the discussion on Speak Up! Recommendation 2–2 (Identify underserved populations and explore new opportunities for programs), Trustee Russo noted a pertinent article in the July 2019 issue of *Library Journal*: “Get the Word Out: Libraries Reach Non-Patrons through Innovative Outreach,” by Erica Freudenberger.

There were no additional comments from the Committee.

8. Next Meetings or Events

- Columbus Day (Observed) (2nd Monday in October), Monday, 14 October 2019, Library Open [F]*
- Board of Library Trustees (Regular Meeting), Tuesday, 15 October 2019, 7:00 p.m., Elizabeth L. Hall Conference Room*
- ILA Annual Conference (Tinley Park), Tuesday–Thursday, 22–24 October 2019*
- “Turn the Page,” Batavia Public Library and Batavia Park District present PechaKucha Night™ Batavia, Volume 16, Thursday, 24 October 2019*
- Daylight Saving Time Ends (Standard Time Resumes) at 2:00 a.m. (1st Sunday in November), Sunday, 3 November 2019*
- International Games Week (formerly International Games Day), Sunday–Saturday, 3–9 November 2019 — launched in 2008 to focus on the social and recreational side of gaming*
- {NEW} Fall Children’s Book Week, Monday–Sunday, 4–10 November 2019 — “A great nation is a reading nation.”—Melcher — 2019 Theme: Read Now • Read Forever*

- h. *Standing Committee on Outreach, Thursday, 7 November 2019, 7:00 PM (or immediately following the Standing Committee on Facilities), Elizabeth L. Hall Conference Room, Batavia Public Library*
- i. *Veterans Day, Monday, 11 November 2019, Library Open [F]*
- j. *Board of Library Trustees (Regular Meeting), Tuesday, 19 November 2019, 7:00 p.m., Elizabeth L. Hall Conference Room*
- k. *Thanksgiving Eve, Wednesday, 27 November 2019, Library Closed*
- l. *Thanksgiving (4th Thursday in November), Thursday, 28 November 2019, Library Closed [F]*
- m. *Day after Thanksgiving, Friday, 29 November 2019, Library Open*
- n. *Standing Committee on Outreach, Thursday, 5 December 2019, 7:00 PM (or immediately following the Standing Committee on Facilities), Elizabeth L. Hall Conference Room, Batavia Public Library*
- o. *Board of Library Trustees (Regular Meeting), Tuesday, 17 December 2019, 7:00 p.m., Elizabeth L. Hall Conference Room*
- p. *Christmas Eve, Tuesday, 24 December 2019, Library Closed*
- q. *Christmas, Wednesday, 25 December 2019, Library Closed [F]*
- r. *New Year's Eve, Tue, 31 December 2019, Library Closed at 12:00 noon*
- s. *New Year's Day, Wednesday, 1 January 2020, Library Closed [F]*

9. **Adjournment**

Motion by Trustee Larson to adjourn the special meeting. Seconded by Trustee MacKenzie. All: Aye. The motion carried.

Trustee MacKenzie declared the meeting adjourned at 8:31 p.m.

Respectfully submitted,

George H. Scheetz
Director