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MINUTES

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

Special Meeting

Thursday • 9 January 2020

1. **Call to Order**

Trustee MacKenzie called the meeting to order at 7:55 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: None

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, 7 November 2019

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

Motion by Trustee Russo to approve the minutes of the special meeting, as presented. 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 was amenable to the idea of swapping meeting times. Discussion followed.

The consensus of the Committee supported the proposition.

Effective in February 2020, the Standing Committee on Outreach will meet at 6:30 p.m., followed by the Standing Committee on Facilities.

6. **OpenGov Community Engagement Solution**

Trustee MacKenzie stated that the purpose of this agenda item was to recommend that the Board of Library Trustees approve a five-year agreement / subscription to the OpenGov Community Engagement Solution.

Director Scheetz noted that this agenda item relates to:—

- Speak Up! Recommendation 1–2 (Highlight [for the public] the Library’s analytical data, such as usage statistics and national rankings)
- Speak Up! Recommendation 2–6 (Optimize the use of technology)

Director Scheetz presented an overview of the OpenGov Citizen Engagement suite of resources (Transparency, Story Builder, and Open Town Hall), which helps libraries communicate the services and value they provide to their communities.

OpenGov provides a platform to share libraries’ stories with data-driven context, enabling libraries to connect with their communities on topics that matter most and directly involve residents in decision-making processes.

- **Story Builder / Interactive Stories:** Tell the Library’s story (continuously and as part of an annual report) with dynamic visualizations and understandable data and share via email, social media, or the Library’s Web site.
- **Open Town Hall:** Gather feedback from resident, colleagues, and other stakeholders with online forums, digital surveys, enhanced live meetings, and budget simulations.
- **Transparency / Performance Reporting:** Establish goals for departments, programs, or initiatives, then track relevant key performance indicators to keep external stakeholders updated on spending, performance, and progress.

Director Scheetz reported that RAILS member libraries are eligible for 50% off the list price for the OpenGov Citizen Engagement suite of resources (Transparency, Story Builder, and Open Town Hall); set-up fees are waived. Pricing after the discount is:—

1-year contract price: \$3,700/year

3-year contract price: \$3,145/year

5-year contract price: \$2,674/year [best value]

Director Scheetz recommended that the Library adopt this resource and enter into a five-year contract for the OpenGov Citizen Engagement suite of resources. Discussion followed.

The consensus of the Committee supported a five-year agreement for the use of the OpenGov Community Engagement Solution.

Motion by Trustee Larson to recommend that the Board of Library Trustees approve a new a five-year agreement / subscription to the OpenGov Community Engagement Suite of Resources at the special “RAILS Vendor Discount for Public Libraries” rate of **\$2,674.00 per year**, in which (in addition) setup fees are waived, for an aggregate cost of \$13,370.00. Seconded by Trustee Russo. All: Aye. The motion carried.

The Committee requested Director Scheetz to include this item on the Regular Agenda.

7. **Recognition as a Library Leader**

Trustee MacKenzie stated that the purpose of this agenda item was to review the criteria and nomination form for the “Recognition as a Library Leader” award.

Director Scheetz reported that, at its meeting on Thursday, 5 September 2019, the consensus of the Committee favored continuing the “Recognition as a Library Leader” award and supported the following next steps.

- **Criteria and Nomination Form:** Gather samples of nomination forms and criteria for similar awards.

Director Scheetz noted that he assigned this project to Michele M. Domel, his administrative assistant. The results of her excellent research were included in the Committee packet.

A lively discussion ensued on a variety of topics related to the criteria for the award, including but not limited to the number of letters in support of a nomination and the manner in which the criteria were described.

In response to a comment by Trustee MacKenzie, discussion followed on making a commitment to the “Recognition as a Library Leader” award and developing top-of-mind awareness within the organization and in the community at large.

Trustee Russo expressed a willingness to work on revisions to the criteria and nomination form, an offer that was accepted by the Committee.

- **Public Relations and Marketing**

Director Scheetz noted that the Committee did not identify a specific plan of action for this step, which was deferred to Promotional Services.

8. **Board Education:** “New Web Site,” presented by Patricia A. Leonard, Outreach Services Manager

At the request of Trustee MacKenzie, this presentation was postponed indefinitely.

9. **“Meet the Trustees”**

Trustee MacKenzie stated that the purpose of this agenda item was to better define and review approaches to the idea of “Meet the Trustees.”

Director Scheetz noted that, at the Committee meeting in October 2019, Trustee Russo, who originally had suggested this topic, distinguished it as a philosophy rather than an actual event.

A lively discussion ensued on ways in which to pursue this idea further.

- **Special Event**

The consensus of the Committee did not favor an actual “Meet the Trustees” event.

- **An Expectation of Involvement**

Trustee Russo expressed “Meet the Trustees” as the spirit of the Trustees. In other words, Trustees getting to know the Library and its community and making extra connections in relation to and support of the Library.

Such a spirit could encompass a wide range of possible connections. For example, Trustees could participate as participants and/or volunteers in appropriate Library and/or community events (Windmill City Festival, senior fairs, Library Leader receptions, Friends of the Batavia Public Library annual meetings, &c.).

The consensus of the Committee supported this expectation of involvement.

10. **Future Agenda Items**

- **Library of Things: Lending Library of Musical Instruments**

A lively discussion ensued on the Lending Library of Musical Instruments.

The consensus of the Committee supported a public event to launch the new collection and the collaborative partnership with Hix Bros. Music Inc.

- Policy on Exhibit Spaces, Bulletin Boards, and Literature Racks
- Historical Plaques and Markers for Historic Sites (Batavia Historical Society et al.)
- Telephone for Public Use
- Annual Report to the Community for 2019–2020 (August 2020)
- [1] Identify Underserved Populations / [2] Explore New Opportunities for Programs

11. **Comments from the Committee**

There were no additional comments from the Committee.

12. **Next Meetings or Events**

- Birthdays of Martin Luther King, Jr. (Observed) (3rd Monday in January), Monday, 20 January 2020, Library Open [F]*
- Board of Library Trustees (Regular Meeting), Tuesday, 21 January 2020, 7:00 p.m., Elizabeth L. Hall Conference Room*
- ALA Midwinter Meeting (Philadelphia), Friday–Tuesday, 24–28 January 2020*
- Standing Committee on Outreach, Thursday, 6 February 2020, 7:00 PM (or immediately following the Standing Committee on Facilities), Elizabeth L. Hall Conference Room, Batavia Public Library*
- Lincoln’s Birthday, Wednesday, 12 February 2020, Library Open [I]*
- Washington’s Birthday (Observed) (3rd Monday in February) — official name (5 U.S. Code 6103); also known unofficially as Presidents Day — Monday, 17 February 2020, Library Open [F]*

*g. Board of Library Trustees (Regular Meeting), Tuesday, 18 February 2020, 7:00 p.m.,
Elizabeth L. Hall Conference Room*

13. **Adjournment**

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

Trustee MacKenzie declared the meeting adjourned at 8:36 p.m.

Respectfully submitted,

George H. Scheetz
Director