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MINUTES

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

Special Meeting

Thursday • 6 August 2020

1. **Call to Order**

Trustee MacKenzie called the meeting of the Standing Committee on Outreach to order at 6:01 p.m. and read the following statement.

This meeting of the Standing Committee on Outreach of the Board of Library Trustees is held without a quorum of Trustees physically present and is authorized by Governor pursuant to "COVID-19 Executive Order No. 5" (16 March 2020), and the Government Emergency Administration Act (Public Act 100-0640; eff. 6/12/20).

Pursuant to said Public Act, which in part amended the Open Meetings Act, I have determined that an in-person meeting is neither practical nor prudent because of the COVID-19 disaster. As a result, I have further determined that it is not feasible to require the physical presence of a Trustee, the Library Director, or the Library's attorney at the regular meeting location. The minutes of this meeting will include the foregoing statement.

2. **Call the Roll**

Director Scheetz, as Secretary pro tempore, read the following statement.

Pursuant to the aforementioned Government Emergency Administration Act, please note that a roll call vote is now required for all motions. Further, as I call the roll, please verify that you can hear one another and can hear all discussion and testimony.

Committee Members Present via Electronic Means: Elizabeth P. Larson, Michael E. MacKenzie, and Daniel R. Russo (arrived at 6:05 p.m.)

Committee Members Absent: None

Other Trustees Present via Electronic Means: Katherine A. Garrett (arrived at 6:14 p.m.) and Jo Ann Smith

Staff Members Present (or Registered) via Electronic Means: Director George H. Scheetz, Stephanie A. DeYoung (arrived at 6:24 p.m.), Michele M. Domel, Kerry K. Halter, Pamela L.

Kamin, Patricia A. Leonard, H. Joseph McKane (arrived at 6:06 p.m.), Kathy A. Moecher, Stacey L. Peterson, and Joanne C. Zillman

Visitors Present via Electronic Means: 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 MacKenzie. Roll Call: Larson, aye; MacKenzie, aye. The motion carried, 2–0, with one member absent.

Trustee Russo arrived at 6:05 p.m.

H. Joseph McKane arrived at 6:06 p.m.

4. **Approve the Minutes:** Special Meeting, Thursday, 5 March 2020

Trustee MacKenzie stated that the minutes for Thursday, 5 March 2020, were deferred to a future meeting at the request of Director Scheetz.¹

5. **Current Communications with the Community**

Trustee MacKenzie stated that the purpose of this agenda item was to review current marketing efforts and communications with the community.

Patricia A. Leonard, the Library’s Promotional Services Manager, presented a comprehensive report on “Promotional Services’ Initiatives in the Covid-19 World,” a copy of which was included in the Committee packet. A lively discussion ensued.

Trustee MacKenzie expressed the Committee’s appreciation and gave kudos to both Leonard and Hans P. Kaiser, the Library’s Graphic Designer / Webmaster, for their great work.

Trustee Garrett arrived at 6:14 p.m.

Trustee Smith remarked that the badges featuring employees’ photographs was a fabulous idea.

Trustee Russo observed that the report was a good model for the annual report to the community.

In response to a question from Trustee Russo, discussion followed on how the Library was connecting with users and non-users alike during such a difficult time.

Director Scheetz noted that the Library issued 100+ electronic library cards during the temporary closure and is now converting the temporary eCards to regular library cards. He suggested that the Library’s greatest challenge was reaching residents who lacked access to the Internet, which highlighted the continuing importance of newspapers. Discussion followed.

In response to a question from Trustee Larson, discussion followed on which social media platforms were most effective for the Library.

Stephanie A. DeYoung arrived at 6:24 p.m.

Leonard noted the importance of connecting with school librarians and teachers, encouraging them to use the Library’s eMedia resources as part of their curriculum. Discussion followed.

¹During the Secretary’s Audit for FY 2020, it was noted that the meeting identified in Agenda Item #4 (Thursday, 5 March 2020) was cancelled unexpectedly on 2 March 2020. In retrospect, Agenda Item #4 should have set forth the meeting date of Thursday, 6 February 2020, which was the set of minutes originally scheduled for approval in March.

6. **Future Agenda Items**

- Recognition as a Library Leader
- 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
- [1] Identify Underserved Populations / [2] Explore New Opportunities for Programs

7. **Comments from the Committee**

In response to a question from Trustee Russo, discussion followed on OpenGov and the Annual Report to the Community.

Trustee Russo suggested that the Annual Report should incorporate the impact of the pandemic on the Library and the manner in which the Library adapted to the stay-at-home order and temporary closure. Discussion followed.

Trustee Russo observed, “The building closed; the Library remained open.”

There were no additional comments from the Committee.

8. **Next Meetings or Events**

- a. *Board of Library Trustees (Regular Meeting), Tuesday, 18 August 2020, 7:00 p.m., Elizabeth L. Hall Conference Room*
- b. *~~Staff Development Day (4th Friday in August), Friday, 28 August 2020, Library Closed (Scheduled Work Day for All Employees) — CANCELLED (IN ITS CURRENT, LIVE FORMAT)~~*
- c. ***Standing Committee on Outreach, Thursday, 3 September 2020, 6:30 p.m., Elizabeth L. Hall Conference Room, Batavia Public Library***
- d. *Library Card Sign-Up Month, September 2020, launched in 1987 as a national campaign: “every child should obtain a library card”*
- e. *Sunday before Labor Day, Sunday, 6 September 2020, Library Closed*
- f. *Labor Day (1st Monday in September), Monday, 7 September 2020, Library Closed [F]*
- g. *Regular Library Hours on Sunday Begin (12:00 noon–5:00 p.m.) (Sunday after Labor Day), Sunday, 13 September 2020*
- h. *Board of Library Trustees (Regular Meeting), Tuesday, 15 September 2020, 7:00 p.m., Elizabeth L. Hall Conference Room*
- i. ***Standing Committee on Outreach, Thursday, 8 October 2020, 6:30 p.m., Elizabeth L. Hall Conference Room, Batavia Public Library***
- j. *Board of Library Trustees (Regular Meeting), Tuesday, 20 October 2020, 7:00 p.m., Elizabeth L. Hall Conference Room*

9. **Adjournment**

Motion by Trustee Russo to adjourn the special meeting. Seconded by Trustee Larson. Roll Call: Larson, aye; MacKenzie, aye; Russo, aye. The motion carried, 3-0.

Trustee MacKenzie declared the meeting adjourned at 6:33 p.m.

Respectfully submitted,

George H. Scheetz
Director