

NAPLES LIBRARY BOARD MEETING

October 21, 2020

Meeting was held virtually via GoToMeeting. Meeting was recorded.

Present: Aaron Mumby, Janis Pridmore, Deidre Dutcher, Judy Schewe, Lisa Jensen, Linda Strauss-Jones, Kim Torpey, Christopher Abraham, Gerald Bay, Michele Wernsing

Public Comments:

Michele Wernsing from the Friends group addressed the board. The Friends group was asked to raise funds for an initiative to enhance accessibility. 100% of Friends group donors are donors. They have a goal of raising \$5000 this year and next. 2019 Year-end solicitation was the most effective. She asked all board members to become donors and asked for names of people that might be interested in helping. Lynda Strauss-Jones asked for a list of previous board members to include in their mailing. Judy and Lynda will follow-up on this. The Friends group would like to know what their next goal will be.

New Business:

Motion #132 - Trustees reviewed the new Programming Policy. Lisa made a motion to accept the policy. Aaron seconded. Motion carried.

Motion #133 - Trustees reviewed the Records Retention and Removal policy. Aaron made a motion to amend the policy. Lynda seconded. Motion carried.

Motion #134 - Trustees discussed the Displays and Handouts policy. Aaron made a motion to amend the policy. Lynda seconded. Motion carried.

Lisa will talk to Ron about whether or not the board needs to be involved if no changes are made to a policy and will also find out if we should use "revised" or "amended" as our official language.

Motion #135 - Trustees discussed the Tax Cap Override Resolution for the 2021-2022 budget. Motion to accept made by Aaron and seconded by Lisa. Motion carried.

Consent Agenda:

Motion #136 - Aaron made a motion to approve the consent agenda. Lisa seconded. Motion carried.

Motion #137 - Aaron made a motion to approve payment of the bills. Lisa seconded. Motion carried.

Committee Reports:

Building & Maintenance – Committee did not meet. Judy and Aaron took a building and grounds inventory about upcoming needs and projects. They are in the process of creating a wish list, and are ensuring we have a maintenance plan.

Policy – Committee worked on the policies that were approved and verified in an effort to have all minimum standard required policies in place by 2021. We will discuss the Pandemic Response Plan next month.

Finance – Committee did not meet.

Planning – Committee reviewed the long range plans. Our first goal deals with the library’s physical space, including the accessibility issue. Progress has been made, but more needs to be done. A next step could be to bring in an architect. The second goal is financial planning and a plan for future funding. The gap between the tax levy and budget has been closing. Library is working on developing communications, marketing and advocacy plans. The Friends group has been established. Last goal is to address underserved populations in the community. Several action steps have been met: summer free lunch, strides in kids and teen programming.

Judy discussed logos and branding. The library is working on rebranding. Possible logos would include Kim Torpey’s previously used T-shirt designs. Judy suggested using one of the designs for new signage and to use on the letterhead. Board should look at these designs.

Personnel – Committee did not meet. The personnel committee will meet next month.

Friends – Friends has been working on their solicitation letter. They will be writing personal notes on the letter.

Director’s Highlight:

Naples Library is a sponsor of Budding Readers. They delivered 18 book bundles last year (120 since inception). They visit new mothers and give a bundle of books to encourage reading. They educate parents on the importance of reading.

Next meeting is scheduled for November 18th at 5:00 p.m.

Director’s Report

Submitted by Judy Schewe

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September Statistics:

- New Materials Added –58 Adult titles, 4 YA titles, 24 Juvenile titles, 24 Media -Total= 110
- Circulation - 1330 items (Adult- 1086, Child-181, Admin -16, Homebound -7, School -7) up 652, almost doubled from August
- Weeded Materials –67 (items that have not circulated in over 5 years)
- New Users - 9 (7 adults, 2 child)
- Overdrive- eBooks 245, eAudio 182, eMagazine 2 TOTAL-427
- Wi-Fi Users: 179 sessions
- Social Media & Website Statistics: FACEBOOK Likes –1,225, Followers –1,335, Reach-**33,359** (up 3,330) Video Views - 6,200
- Library Visits - 788
- Reference questions - 346
- WEBSITE -Total Views –594, Visitors –238

September Programs

- Children & Youth – 9 Virtual Programs, 9,400 views

- Adult –10 Virtual Programs, 2,023 views/ participants
- All Ages - 6 Virtual Programs, 1,803 views
- Total – 25 programs, 13,226 views/ participants

All on-site scheduled programs are cancelled as a result of library closure due to Covid-19

Virtual programs included Story Times, Story Time Snippets, Crafternoons, Book Clubs and Painting Classes, Facebook Live Crafternoons, PBS Author Talks, Growing Garlic with Petra Page-Mann

Youth Services

Ally Makepeace provided Virtual Story Times for the community via Facebook Live videos for the month of September! Naples Library hosted five Story times, and five "Story time Snippets", a program Ally developed to follow the theme of the week and introduce fun, interactive ways to deliver stories. Appearing twice a week on the internet gives us more continuity in the public- which doubled our views and exposure!

Ally continues to inventory children's books for Story Time to create cohesive weekly theme options with books all sourced from Naples Library. Ally, Kendyl, Tina are coordinating themes for Story Time and Crafternoons to create a more cohesive curriculum.

Story Time Snippets and Story Times themes in September were: Back-to-school - nerves, helping younger siblings with understanding the concept of "going to school", what it means for their older siblings, and what it will mean for them, letters, the alphabet, forming words, cooperation, and school itself; Sound- "Guess that instrument" game, songs; Grapes - home-made grape juice demonstration and growing grapes; Todd Parr's National Be Who You Are Day!- felt story about a man named Joseph Palmer, Todd Parr's "It's Ok to Be Different", and two more books that encourage individualism and self-esteem.



Be Who You Are Day



Making Grape Juice

Kendyl created Facebook Live Crafternoon videos this month. Themes included: Crafternoon videos this month included Dancing Grapes: Kids saw that grapes are only slightly denser than water so when put in club soda the bubbles are able to carry the grapes to the top; Making a Rain stick: Kids were encouraged to explore sound and how different items can make different sounds when put into a rain stick; Tie Dye with Permanent Markers: Kids were encouraged to explore how colors blend, how you can manipulate colors, and explore their creativity.



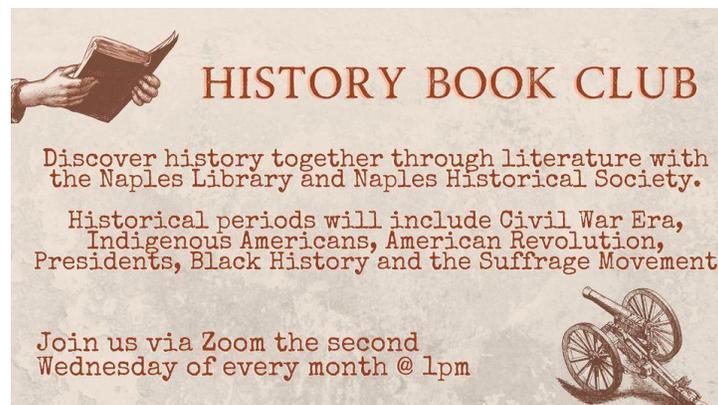
Dancing grapes



Make a Rain stick

Adult Services

Naples Library co-hosted the Eco Book Club with Cumming Nature Center and Judy hosted the “Choose Your Own Adventure” Book Club. Tina Newton provided Virtual Painting Classes on Facebook Live. Telephone reference and patron pick-up service continues. September Newsletter was sent to patrons via email platform Benchmark. History Book Club will start in October in collaboration with the Naples Historical Society.



HISTORY BOOK CLUB

Discover history together through literature with the Naples Library and Naples Historical Society.

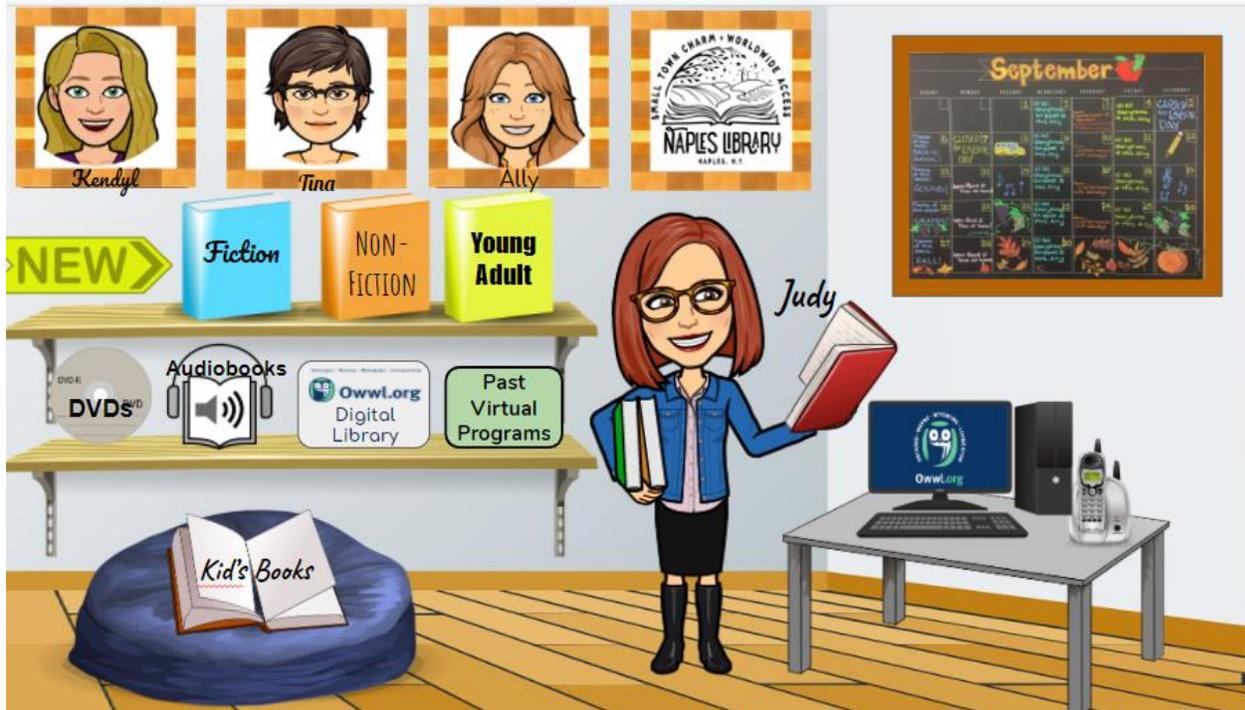
Historical periods will include Civil War Era, Indigenous Americans, American Revolution, Presidents, Black History and the Suffrage Movement

Join us via Zoom the second Wednesday of every month @ 1pm

The graphic features a hand holding an open book on the left and a vintage bicycle on the right. The text is in a typewriter-style font.

Staff

In the first week of September, staff began collaborating with each other to come up with a weekly theme for all of our programs to follow. This helps to structure and gives direction in our programming, and engages the public in an exciting, cohesive, thematic manner. Staff has planned through October, and are now working on themes for November.



Staff has been working on creating a virtual library using Google Sheets. Rooms will include: New Books, video archives, educational resources and more.

All staff continue to wear masks and use hand sanitizer. Daily health screening sheets are filled out by staff as well as routine cleaning logs. Next staff meeting is scheduled for October 7 at 1 PM.

Gifts

Barbara D. Weinhart gave \$25 to Naples Library to purchase a book in memory of Richard Jerome. A book has been ordered entitled *The Organic Backyard Vineyard* by Tom Powers. Thank you letter was sent to Ms. Weinhart and an acknowledgement card was sent to Mary Jerome. Frank and Kathleen Duserisk donated \$500 to the Friends of Naples Library for book purchases. The Friends issued a \$500 check to the Naples Library to purchase books. A thank you letter was sent to the Dusericks.

Building

Judy submitted the final report for the NY State Construction Grant 2018 which included new HVAC (furnace and rooftop air conditioner) and roof repair.

9/24/2020	Proctor Enterprises	012214	\$2,475	Match Fund
6/08/2020	Isaac HVACR	012076	\$14,185	Match Fund
6/08/2020	Isaac HVACR	012076	\$35,315	Award Fund



Drone photos courtesy of David Schewe

[Library Reopening Information](#)

[Naples Library September 2020 Newsletter](#)