

**CHARTER TOWNSHIP OF COMMERCE  
LIBRARY ADVISORY BOARD MEETING  
September 26, 2018  
180 E. Commerce Road  
Commerce Township, Michigan 48382**

**CALL TO ORDER:** Barbara Garbutt, Chairperson called the meeting to order at 7:00 pm at the Commerce Township Library.

**ROLL CALL:**

**Present:** Barbara Garbutt, Chairperson  
Jason Pernick, Vice Chairperson  
Betsy LaFond, Secretary  
David Scott, Township Supervisor  
Shane Lakner  
Judy Sternberg

**Absent:** Barry Hiscox

**Also Present:** Connie Ozinga, Library Director

**ITEM 1: APPROVAL OF AGENDA**

**MOTION** by Lakner, supported by Sternberg, to approve the September 26, 2018 Library Board Agenda. **MOTION CARRIED UNANIMOUSLY**

**ITEM 2: APPROVAL OF MINUTES**

**MOTION** by LaFond, supported by Sternberg, to approve the Library Advisory Board Meeting Minutes of August 22, 2018, as submitted. **MOTION CARRIED UNANIMOUSLY**

**ITEM 3: PUBLIC COMMENTS**

None

**ITEM 4: CORRESPONDENCE**

None

**ITEM 5: FINANCIAL REPORT**

Connie Ozinga, Library Director, submitted and reviewed with the Board the August 2018 Statistics, Statistics Comparison Report and the Revenue and Expenditure Report for the period ending August 31, 2018.

## **ITEM 6: LIBRARY DIRECTOR'S REPORT**

### **a. Summer Reading Club**

Submitted by Cherie Edmonds – Adult Services Librarian:

The Adult Department team was excited about the Adult Summer Reading 2018 program, as we knew that we could make some much needed changes due to having additional staff who can assist in the planning, implementation, promoting and running of the program. The following steps were taken that we feel enhanced the program:

- We conducted kickoff registration in cooperation with the Youth Department.
- We had corresponding presenter programs.
- We implemented a different set of rules.
- We awarded significantly more prizes.
- We tried out a new summer reading software: Wandoo Reader.
- We recorded additional statistics Registration.

Last year, due to staffing issues, we did not have an Adult Summer Reading kickoff event. Staffing issues have been addressed and we were able to piggyback on the Youth Summer Reading program's kickoff event which maximized registration. We had a Librarian stationed next to the Youth Reference Desk so we could register parents as their kids were registering. By doing this, it contributed to a 34% increase in overall registration. By virtue of pairing with the Youth kickoff, and having corresponding presenter programs, we had significantly more awareness of the Adult Summer Reading program this year compared to last year. We also had some minor Summer Reading themed signage at the Adult Reference Desk prompting patrons to "Ask us about books, programs, and prizes!" Probably the best PR was putting themed program slides on the library's home page that linked to our own Summer Reading site. The site outlined our Summer Reading program, linked to Wandoo Reader (the registration and logging site), and listed the themed presenter programs that corresponded with Summer Reading – also having links to our programs calendar for registration. Corresponding Presenter Programs.

This year we had themed presenter programs to correspond with our Summer Reading theme: Libraries Rock! There were three presenter programs throughout the summer to promote the reading program and general patronage to the library. The programs were: - Libraries Rock Old Hollywood: Margaret Mitchell and Gone with the Wind (Attendance: 20) - Libraries Rock Your Road Trip: Michigan Rediscovered (Attendance: 44) - Libraries Rock Your Landscape: The Beauty of Native Plants (Attendance: 15). At each presenter program, efforts were made to announce the next program in the series, and to tell patrons of our corresponding reading program. In total, we had 79 patrons attend our Summer Reading themed Presenter program series.

### **Rules & Prizes for last year's Summer Reading program:**

Patrons who registered for the program received a registration prize. Any patron who submitted at least one book review qualified for the grand prize.

**ITEM 6: LIBRARY DIRECTOR'S REPORT (continued)**

This year, patrons who registered for the program received a registration prize. Every four book reviews submitted corresponded to earning a prize (up to 12 reviews). Every resident/patron who completed four reviews qualified for the grand prize

This year's Prizes were:

- Registration: A "Keep Calm and Read On" tote and library branded pen (149 Awarded).
- Tier 1 Prize (4 book reviews). Residents – grand prize raffle entry; non-residents - Nothing (41 Awarded).
- Tier 2 Prize (8 book reviews). A "Libraries Rock!" carabineer water bottle (25 Awarded).
- Tier 3 Prize (12 book reviews). A library branded USB Power Bank (15 Awarded).
- Grand Prize (Residents only). A Kindle Fire with case (1 Awarded).

Overall, Summer Reading was a huge success. In comparison last year's program, all corresponding statistics (see attached spreadsheet) increased significantly, except grand prize eligibility. This number only increased marginally, most likely due to this year's qualifying criteria being more demanding. This marginal increase is offset by the fact that we awarded more prizes to residents and non-residents, incrementally, between registration and the terminal prize awarded at 12 book reviews.

**Statistics**

The expansion and increased complexity of this year's program warranted recording additional statistics. These numbers will guide our program planning for next year. The new statistics we recorded were:

- Residents and Non-Residents – These numbers reflect how far we're reaching inside and outside the community, and guide how we will promote the program and award prizes.
- Staff – Although 100% of staff registered, this group only made up 18% of the total registered. Staff did not qualify for patron prizes; instead they had their own set of prizes for participation.
- Registered at Kickoff – As mentioned above, this number was used to see how this year's efforts (having a table set up in the Youth Department) compared to last year (no table in the Youth Department). Because the dramatic increase in registration is likely due to these efforts, we will be doing this again next year.
- Prizes Awarded – This number will be used in conjunction with the number of registrants in order to guide how many prizes we order in the future. Thank you to the Friends of the Library for sponsoring the Adult Summer Reading Program 2018. We could not do it without them and appreciate all that they do!

**ITEM 6: LIBRARY DIRECTOR'S REPORT (continued)**

**b. Flags**

I recently purchased a new flag for the flag pole, as the original one was worn and not looking good. Thank you to Township Trustee Bob Berkheiser for taking the original flag for appropriate disposal. I also ordered a flag on a standing pole. It is in the front corner of the White Pine Room.

Chairperson Garbutt said the Boy Scout is still working on the flag box for the outside of the building.

A popcorn machine was purchased to use when movies are held at the library.

The Friends of the Library will hold a book sale October 10-14, 2018.

Use of meeting rooms – People are happy to pay for use of the meeting rooms instead of paying a higher price at other facilities. You do not have to be a resident of Commerce Township to use the meeting rooms.

**Chairs**

We have two chairs with broken backs. I have asked Library Design Associates for a quote on eight chairs. Price for eight chairs is \$1,149 each, total \$9,192 for eight chairs. Lakner recommends getting additional quotes on the purchase of chairs. He feels the price is too high. He suggested to purchase a sturdier chair that will last longer. He offered his services to make extra top rails to replace the broke backs of the two chairs.

Supervisor Scott also suggested we purchase durable chairs.

Director Ozinga will look into other options.

Chairperson Garbutt will find out what type of chairs are purchased for the schools. Lakner will also look into other options.

The tall grass plants by the entrance pond have bloomed, and they are quite gorgeous.

**Wandoo Reader**

This year the Library of Michigan gave us the opportunity to use the software, Wandoo Reader, for free. Wandoo Reader is a dedicated reading program software designed to make managing reading programs for libraries easier.

Unfortunately, we found the software to be difficult to use on both the staff and patron end. A majority of our program participants reverted to paper forms for submitting reviews. Staff only ended up using the software to manually input the paper reviews, and to review program statistics.

**ITEM 6: LIBRARY DIRECTOR'S REPORT (continued)**

Although our experience with Wandoo Reader did not pan out, we did see a great deal of potential benefit from having dedicated software for library reading programs. After consulting with various colleagues, and doing a considerable amount of research and demos, the head of the Youth Department and I decided to invest in Beanstack. The investment has already paid off with a successful launch of the 1,000 books before kindergarten program, and we are working toward having year-around reading programs using this software.

**ITEM 7: OLD BUSINESS**

**a. 2019 Budget**

At the first budget hearing the trustees said to me: Where would you spend more money to improve library service? We had some departmental meetings and then a manager's meeting and came up with some great ideas that did increase the budget. Attached is a memo that outlines what we came up with and how it had an impact on the budget. Both that memo and a revised budget are included with this report.

Added to the budget:

- A community newsletter mailed to residents.
- Video game check out
- Wiffle ball kit to play in the park
- Story walk in Dodge Park
- 3D printer, self-check in children's room
- DVD cleaner
- Label printer
- Additional furniture for self-checkout and rearrange one end of the computer lab.
- Additional shelving for the teen area
- Postage for the community newsletter

The above adds an additional \$158,000 to the budget that was turned in.

**b. Water**

I have nothing new to report at this time.

**ITEM 8: NEW BUSINESS**

None

**ITEM 9: TOWNSHIP BOARD REMARKS**

Supervisor Scott said he denied a few groups use of the Township Hall to hold events/meetings in the building. He acted upon the advice of the Township Attorney. If the Township allows someone to use Township facilities then it opens up the door for

**ITEM 9: TOWNSHIP BOARD REMARKS (continued)**

others to request use of the facilities and the Township will have to allow it. A policy will be drafted.

The non-motorized pedestrian bridge at M5 is behind schedule because of an error in choosing aluminum poles when steel poles should have been used to support sections of the bridge. They will do some research to find out who made the error.

Director Ozinga asked for an update on the Huron River Bridge. Supervisor Scott said it is behind schedule because of the iron workers strike.

**ITEM 10: RECOMMENDATIONS TO THE TOWNSHIP BOARD OF TRUSTEES**

None

**ITEM 11: OTHER MATTERS**

Chairperson Garbutt recommends we recognize the Friends of the Library for National Friends of Library week. Director Ozinga will follow up on this.

**ITEM 12: ADJOURNMENT**

**MOTION** by Lakner, supported by LaFond, to adjourn the meeting at 7:35 pm.

**MOTION CARRIED ANIMOUSLY**

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Betsy LaFond, Secretary

**The next regular meeting of the Commerce Township Library Advisory Board is scheduled for Wednesday, October 24, 2018.**