

BUTTE COUNTY LIBRARY ADVISORY BOARD MINUTES
Gridley Branch, Meeting Room 3:00PM - 5:00PM

Wednesday, October 16, 2019

PRESENT: Michelle Deese, Nancy Brower, Nikki Sandoval, Vince Haynie, Patrick Newell, Joey Brett, Penny Louton, Ronda Hoffman, Ron Serrano, Melanie Lightbody, Katy Azevedo

GUESTS: Janae Kambestad, Cynthia Pustejovsky, Carol Serrano, Misty Wright

ABSENT: Alba Miranda

Call to Order at 3:07 PM

1. **Public Comment – None.**
2. **Introductions –** New branch librarians, Janae Kambestad and Misty Wright, new Board Member, Vince Haynie, District 2.
3. **Approval of meeting Minutes from September 18, 2019 meeting -** A motion was made to approve the minutes by Ms. Brower, Seconded by Mr. Serrano. Motion approved unanimously.
4. **Correspondence – None.**
5. **Branch Manager’s Report –** Cynthia Pustejovsky, Gridley branch, invited all Board members to attend “Ladies Movie Night” each third Friday at 6:00 PM. This month, *Casablanca* will be shown and snacks are provided. Ms. Pustejovsky returned to managing this branch only two days previously but shared she would like to see increases in visits to the library by the older adult community. This is an area of strength in Chico and she will bring those ideas to Gridley.
6. **Library Director’s Report –** Ms. Lightbody recognized Ms. Sufi for the many ways Ms. Sufi has energized the library and shown her supervisory experience with great aplomb A progressive Administrative team been forged. Also, Ms. Lightbody announced that Senior Administrative Support, Sandy Thompson, will be away from the office for some time.
7. **Old Business**
 - a. Focus for 2020: Also to be discussed with Strategic Plan, 7d below. Ms. Hoffman asked all present to bring a list of service organizations to the January meeting to begin creation of ideas where the Board could visit and share library information. She also asked if library staff give presentations or visit community service organization meetings

encouraging support not necessarily funding. Mr. Serrano suggested LAB Members contact all groups who use library meeting rooms and remind them of the library resources and programs. Ms. Deese had many suggestions and will compile a list and send it to Library Administration for consideration. This discussion will continue as the Marketing & PR Committee commence.

- b.** Marketing Intern: Kyle Moody resigned and new recruitment will begin soon subsequently at this time no financial remuneration is required. Mr. Serrano asked if metrics of Mr. Moody's success are available but they are not. Mr. Serrano continued with the suggestion that before another Intern is considered, a clear and structured job description should be available to all Board members. He also suggested that an events calendar be part of the recruitment packet. Dr. Newell suggested including Chico State CAVE (Community Action Volunteers in Education) volunteers. This internship will focus on social media and marketing. Library staff must prepare a list of tasks and expectations for all library events prior to the event to provide effective social media announcements. Ms. Lightbody concurred and will share this expectation with all staff.
- c.** Formation and Recommendation for LAB Marketing & PR Committee: Ms. Sufi shared that recently while visiting Canada, she noticed each library webpage included photos of their Library Advisory Board Members. After some discussion, all members agreed to such a marketing strategy and will plan for photos in January 2020. Ms. Miranda, Ms. Sandoval, and Ms. Hoffman volunteered to create the Marketing & PR Committee. Ms. Brower moved to approve this committee; Mr. Serrano seconded. The motion was adopted.
- d.** Strategic Plan: What's Next? Ms. Lightbody referred to copies of the Strategic Plan 2025 and invited all to draft mission and vision statements. Upon Administrative review, statements submitted by staff will be shared with LAB Members for interpretations and edits. Ms. Lightbody sees the Community Conversations and 1-1 Interviews reflected in the results as prepared by consultant, Sam McBane Wolford. Barriers vary by community and have not been addressed yet. Ms. Lightbody reminded all that library use may be new to many in our communities and must appear welcoming to all. Discussion of funding was lively with Mr. Serrano reminding all that the budget is based on discretionary funds and that creates some limitations. Fundraising efforts will be most effective when led by Board and community members. Increased attention can be generated by effective marketing and public relations presence by Board members in simple ways – wearing name tags and stimulating conversation at public events, effective yet simple campaigns such as signs that say "Love your library", etc. Ms. Sandoval encouraged

members when she described how she has shared her new appointment on her personal Facebook account; all library supporters can do the same. Sharing a consistent message is very important. Mr. Serrano reminded those present that the same message and the same voice will help garner Countywide support. Ms. Sufi suggested Board members share information after each meeting, sharing where money has been spent on programs, etc.

8. New Business

- a. Report from Nominating Committee – Ron Serrano: Ms. Louton and Mr. Serrano met to recruit 2020 leadership. Ms. Brower is nominated as Chair and Dr. Newell as Vice Chair.
- b. Election of Officers: Ms. Deese moved to approve nomination and Ms. Louton seconded. Motion approved.

9. Board Comments

- a. Dr. Newell would like to invest in a social media focus for outreach. Ms. Hoffman asked if the library has an annual calendar that would include “Library Week”, etc. Mr. Serrano reminded all that the LAB is not responsible for creating programming. A link will be shared from American Library Association that will provide a sample calendar.
- b. US Census 2020: The library has offered space for staff recruitment. Computers are available for Census responses and our website will also have links to census requirements.
- c. Ms. Sufi asked LAB Members what they need from the library. In general, the Board would like specific information regarding upcoming events with enough time to plan their calendars, knowledge of key considerations to share when promoting the library in general, and consensus on what the “elevator conversation” should be. Dr. Newell would like a list of current grants, specifically who they benefit and who implements them. Ms. Lightbody strongly encouraged building relationships then sharing stories. As work on the Strategic Plan continues, the conversation will respond to these concerns.
- d. Board members are always encouraged to attend Friends of the Library meetings at each branch but especially the branch in their respective Districts.

10. Review of Assignments / Actions for the next meeting –

- a. Job description for Marketing / PR Intern: Ms. Azevedo
- b. Link to American Library Association: Ms. Azevedo
- c. Photographs by District and entire LAB in January 2020: Ms. Azevedo
- d. Each LAB member is asked to provide a list of community organizations, clubs and social groups they are a part of, or ones with which they have a relationship by January 2020

Meeting Adjourned at 4:45 PM.

Next Meeting: Wednesday, January 15, 2020 – Chico Library Meeting Room