

The Worcester County Library Board of Trustees met on Tuesday, October 11, 2022 at the Berlin Branch. Members present were Nancy Howard, Jeff Smith, Vicki O'Mara, Patricia Tomasovic, Sandra Buchanan, and Jocelyn Briddell arrived at 9:43 a.m. Kathryn Culbertson was absent.

Also present were Jennifer Ranck, Director; Betsy Gravenor-Stacey, Assistant Director; Amy Parker, Business Manager; Alice Pattera, Berlin Branch Manager; and Bethany Hooper, *Coastal Dispatch*.

Regular meeting was called to order at 9:30 a.m. by Ms. Howard. Recording device was acknowledged.

Ms. Pattera reported there has been an uptick in evening reservations for the Berlin branch meeting room. The Arts Council held their award ceremony and paint sale for the Plein Air event at the branch. Ms. Pattera was honored to select the winning painting on behalf of the Library Foundation. She chose "Lost in Time" by Jose Ramirez. Dave Nedrow will be displaying his annual Halloween exhibit on October 28, 29, and 31. The branch will be open late on Halloween night so people can come in before they trick or treat. If you have not seen this amazing event, make sure you visit. The County Commissioners will present a group team spirit award to our Berlin Gardeners on October 18. A portrait of Stephen Decatur was donated to the branch by the Worcester County Historical Society.

A motion to accept Minutes from the September 13, 2022 meeting was made by Mr. Smith; seconded by Ms. Tomasovic. All present were in favor.

Correspondence – Ms. Ranck reported there was an article in the Coastal Dispatch regarding a new branch proposed for Pocomoke. The Courier publicized a Farm to Library event scheduled for October 20. Local farmers will share their stories, how they got started, what products they sell, and the challenges they face. This will be presented as part of the Friends of the Ocean Pines Library meeting.

Financial Report – Ms. Parker reported on the branch expenses for September 2022. Ms. Howard asked about the book budget. Ms. Ranck explained the library uses two main vendors to order books, Baker & Taylor and Ingram Library Services. Ms. Ranck also explained that \$25,000 is set aside for the "automatically yours" books – the library makes sure to automatically order the most popular authors. The periodical budget line is over due to price increases. We keep getting notifications that magazines are either discontinuing or the number of issues have decreased. Ms. Ranck thinks print magazines will continue to decline. Ms. Ranck said that the AV budget line is for DVD's, audiobooks, and CD's. Ms. O'Mara asked about the Ocean City general maintenance. Ms. Ranck said the faucets in the public restrooms have been replaced. The Ocean City branch also needs a new backflow preventer for the sprinkler system, the cost is \$8,390. Ms. Ranck will contact the budget officer to see if the Library needs funds for this, or if this will come out of another budget account. Mr. Smith commented on Berlin's increase in visitors. Ms. Pattera said it may have been from the Plein Air event.

Administrative Report – Board members received a copy of the Administrative report to review before the meeting. Ms. Ranck said the Ocean City Branch has started a large scale "genrification" project to try and match our services to patron needs. Patrons seem to really like it. Ms. Ranck said they have the space to do it, and it keeps the collection fresh. The branch is also genrifying the DVD's. We are still having big draws for story times. The Snow Hill meeting room was painted and staff have ordered new furniture similar to Berlin but in a different color. Sara Wheatley is planning Maryland STEM Fest programs for all branches. Elena Coelho and Marshall Shord are working on a workforce barrier project; they want to offer this online. Ocean City lost Angela Schilb to Snow Hill because she is filling the full time position that Jocelyn Colbert left. Ms. Ranck will post the part time position on our website. Ms. O'Mara asked about the LGBTQ program being cancelled. Ms. Ranck said the presenter cancelled due to weather and is not sure if the program will be rescheduled.

Assistant Director's Report – A copy of the Staff Development report was sent in each board member's

packet to review before the meeting. Ms. Gravenor-Stacey said many webinars were attended in September. Ms. Coelho attended the ARSL conference in Chattanooga, TN. Two people attended the “Everyone Leads” workshop. This workshop inspires employees to effect change in their library even if they are not a manager. Ms. Gravenor-Stacey said 41 staff members attended Staff Day. Topics covered included branch safety plans and procedures and library and collection marketing strategies. Berlin created a handy medical emergency response handout for all branches. We had a presenter in the afternoon via Zoom to help us with marketing our collection. We hope to implement some ideas in the future. The Mobile Multisensory Storywalk® was at the Worcester County Fair between September 15 and 18. Ms. Ranck thanked Ms. Gravenor-Stacey for the Storywalk. The Library was well represented at the Fair. Ms. Ranck said Ms. Gravenor-Stacey did an excellent job for staff day.

## **OLD BUSINESS:**

**Pocomoke** Design meetings continue. Ms. Ranck said they had a meeting October 6 via Zoom. The next meeting is October 21 at 9:30 a.m. in Pocomoke. Ms. Howard, Ms. Buchanan, and Ms. Tomasovic have been attending the meetings. Mr. Schoellkopf has developed two concepts and is looking for input from the design team. He also visited the newest Anne Arundel County Public Library (AACPL) branch in Annapolis named for Michael E. Busch.

**Rebranding** Ms. Howard suggested the library create a video similar to one AACPL completed highlighting the new Michael E. Busch branch. Mr. Smith said he talked to local Berlin artist Brian Robertson about helping us with the new logo and vehicle design. Mr. Robertson is interested in helping the library but couldn’t attend the meeting because he was out of the country. Worcester County Tourism might have advice about who to hire for a video. Ms. Ranck will email the board a couple of re-branding videos. After some discussion the board would like to make a sub-committee, set a budget, and plan for a new logo. Ms. Briddell offered to help.

## **NEW BUSINESS:**

**Appoint Officers** Ms. Briddell motioned to vote Mr. Smith as the new President and Ms. Buchanan seconded. All present were in favor. Ms. Briddell motioned to vote Ms. Buchanan as the new Vice President and Ms. O’Mara seconded. All present were in favor.

**Library Hours** Included in the board packet is a brief survey of operating hours from various library systems in Maryland and Delaware. Staff have considered requesting a summer schedule and a winter schedule for Ocean City. Ms. Ranck said she wants the board to think about this. Ms. Tomasovic said our hours are confusing and would like to see consistency. Ms. Howard mentioned having Berlin, Ocean Pines and Ocean City different hours from Snow Hill and Pocomoke. Ms. Buchanan suggested opening all branches at 9 a.m. Mr. Smith suggested we collect more data on this. Ms. Ranck will have all branches monitor how many patrons visit from 5 to 6 p.m. and 6 p.m. to 7 p.m.

Ms. Howard asked about having a phishing program. Ms. Parker said Taylor Bank is coming out to speak to the County employees November 9 and she contact them to see if they can provide a program for library patrons. Ms. Howard mentioned having a table at Harbor Day this weekend and she could be there if needed.

The next board meeting will be Tuesday, November 8 at the Ocean City branch at 9:30 a.m. Mr. Smith motioned to adjourn the meeting; Ms. Briddell seconded. All present were in favor. The meeting adjourned at 10:34 a.m.

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Amy Parker