Keizer Community Library Board of Directors
Meeting Minutes

(November 9, 6:30 p.m.)
(Art Classroom, Keizer Cultural Center)
Approved on December 14, 2023

Attendance

Board Officers	Board Members	Absent
Barbara Miner, President	Paula Guiles	Mayra Rosales Rodriguez
BJ Toewe, Vice President	Betty Hart	Libby Seil (Excused)
Mark Northcutt, Treasurer	Jamie Hinsz	
Kiara Ramsay, Secretary	Cindy Hunt	
	Lori Koho	
	Gail Steimle	

Motions Passed

- October Minutes were approved.

Minutes (Taken by Kiara Ramsay)

AGENDA ITEM	WHO	DETAIL
Call to Order	Barbara Miner	6:30 pm
Executive Report	Barbara Miner	**BOD Upcoming Decisions and Projects** ● Financial Decisions: ○ No money coming in next year so we need to strategize ○ Financial committee will meet before December BOD meeting to make a draft budget ○ BOD will vote on final budget in December BOD meeting ● Library manager will need a new contract for next year (need to write in December BOD meeting) ● Committees and chairs will be discussed in January BOD meeting ● All policies, procedures, and bylaws need to be review by BOD in 2024 **Operations Committee Formation:** A new “ops” committee has been formed with the purpose of better supporting the library manager. BJ Toewe, Barbara Miner, and Lori Koho are on the committee.

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Book Sale Report	Barbara Miner presented for Libby Seil	• Set up was on Thursday starting at noon. Missionaries helped move 5000 books from the storage shed and volunteers distributed books onto tables.
		• Booksale was open on Friday and Saturday.
		  ○ Books were sold at $0.50 for paperbacks and $1 for hardbacks. Starting at 2:30 pm on Saturday, books were sold for $5 per bag of books.
		  ○ Busiest times were Friday at 9 am and Saturday at 2:30 pm.
		  ○ 4000 books were sold and the remaining 1000 were donated to various nonprofit organizations.
		• Take down was on Saturday afternoon. Boy Scouts helped move the remaining books to cars to be donated.
		• The income from the book sale was $2604, which includes book sales and donations.
		• The expenses for the book sale were $1200, which includes $65 for a Uhaul and six months of shed storage.
		• 161 volunteer hours were donated to make the book sale happen!
		• Paula worked the cash register and provided feedback about the customers:
		  ○ People signed up for library cards
		  ○ Took volunteer applications
		  ○ Thanked us for hosting the book sale
		  ○ People in the community plan for this event (a child planned and saved his allowance to donate to the library at the booksale)
		  ○ We get more $5 and $20 donations now than before

Fall Trunk or Treat Report	Kiara Ramsay	• McNary High School hosts an annual two hour Trunk or Treat event for elementary schoolers, which typically draws 1,200 children. • Kiara Rasmay and her husband decorated the trunk of their car to represent KCL at the McNary Trunk or Treat event. • The theme of the trunk was “Get caught in a good book!” and the trunk was decorated with piles of books and spiderwebs. • McNary HS donated candy and we brought about 400 coupons for a free kids book when registering for a children’s library card as well as flyers with information about the library. • We ran out of coupons within the first hour of the event. ○ BJ suggested that we color code our coupons from

		now on so that we know what event they came from when they are submitted. ○ We need to make sure to order coupons in advance so they can be printed double sided in English and Spanish (our in house printers cannot print cardstock double sided). ○ Coupons will be moved to the marketing bucket next year under the Communications Community. ● Many families were surprised that Keizer has a library and asked about hours and events.
Communications Report	Jamie Hinsz	**Update on Annual Appeal Letter:** ● The annual appeal letter is one page highlighting the year's statistics, events, and volunteers to ask community members to financially donate to the library ● The Communications Committee is create a template for the letter in the Drive that can be reused in future years. ● The letter will be sent to: ○ Anyone with a library card via email through mailchimp ○ Specific community members that are philanthropists that love the library ○ Library social media accounts ○ Library website ○ KeizerTimes ● The goal is to is to send the letter as soon as possible because: ○ Giving Tuesday is in two weeks ○ Donations to the library are tax write offs ● BOD Comments: ○ BJ wants all board members to donate so that we can write "All board members donate" on the appeal letter ○ Gail wants us to ask more people for money and to tell them exactly what we are going to use the money for ○ IRA can have automatic distributions as donations to library (add as a note on the letter) ○ Paula and mark say we should be going directly to businesses to ask for donations (provide the businesses with benefit to working with us - marketing)

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		Social Media Policy Discussion (see pg. 7 for draft policy)**:** ● The Communications committee is creating a Social Media Policy because we have been using social media more often, but do not have a policy in place for making posts, responding to comments, etc. ● The Committee reviewed other libraries' policies to create the first draft of ours. This draft was shared with the board to review before this meeting. ● BOD Comments: ○ Cindy concerned about who has access to post ○ Barbara says the Board should designate an owner and the owner then designates who can post/approves posts ○ Paula is concerned about the wording/presentation of posting not being in line with what the board represents & wants this policed ○ Mark concerned about people taking screenshots of our posts ○ Barbara and Gail like it ○ Barbara wants procedures for moderating comments (frequency in particular) among other things so that the next person taking over knows what to do, but this would **not** go into the policy
Financial Report	Mark Goodyear	**Current Financials:** ● Checking: $20,314.88 ● Saving: $76,462.16 ● Debit: $9,706 ● CD: $30,675.75 ● Total: $127,549.85 ● 54% of budget spent through September 30 (not including October) **Financial Updates:** ● As of right now we can fund ourselves for only two more years (if we receive no more money). ● The city asked us to fund ourselves using the grant writer they funded. ● New lease agreement with the Keizer Cultural Center will cost us $67 per month.

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Policy Discussion	Lead by BJ Toewe	BJ led a discussion surrounding how the Board would like to proceed in the coming years given our current financial situation. BJ created a list of potential actions/philosophies to guide the discussion (see pg. 11 for list). **BOD Comments:** ● Betty doesn't want us to pull back operations because they give us visibility in the community. ● All agreed having a paid manager makes a huge difference, since they are more committed to the job than an unpaid volunteer manager would be. We would not last two years without a paid manager. ● Lori wants to know what needs to be done if we want to campaign to be on the ballot again. Betty just finished helping with the Fire Levy campaign and said the following needs to be done: ○ Coming up with, designing, and preparing messages ○ Social media promotion ○ Distribution of messages ○ Money is needed ○ Campaign consultants (New Media Northwest) ○ Need someone to edit materials ○ Need to contact people in other arenas ○ Prepare mailers ○ Write letters to editor ○ If we had a consultant we could have town halls and surveys → increases professionalism ○ Have to keep in mind that our town was founded with the goal of spending less money on taxes ○ Have to get the city council and chamber of commerce on our side to pass ○ We need to show the community that we are an ESSENTIAL service (Mark says we need to get people to write letters about how awesome KCL is)3 ● Gail and Betty say we should ask the city to fund just the library manager for 2025 year and then use our remaining budget for everything else ● Gail suggested getting a new grant writer since we have received no grants this year

		BOD Decisions on Upcoming Actions/Philosophies: ● All members agreed that we should "Be all that we can be", meaning we continue to provide as many services as possible despite the looming financial uncertainty. ● All members committed to giving personal time to help with the "Be all that we can be" campaign ● All members agreed that we should campaign for a ballot measure in 2025 to earn consistent income from the city. Additionally, we would like to ask the city to use ARPA funding to pay for a consultant for the campaign. ● All members agreed that although we will put most of our focus/energy into a campaign, we should continue to pursue all options for funding and additional donations, including hiring a new grant writer. ● All members agreed that we need to request additional funding to keep a library manager as well as to increase their pay and hours
Adjourned	Barbara Miner	8:24 pm

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Social Media Policy Draft (see pg. 4 for more information):

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Social Media Policy

2nd Draft

Introduction

Keizer Community Library uses social media as a tool for online publication including, but not limited to, blogs, wikis, and social networking sites (e.g. Facebook, Instagram). The library makes use of these tools to reach out and be more accessible to current and potential library patrons. Social media sites allow the library to meet users where they are, and give both volunteers and the public a convenient way to interact and share information and ideas on a range of topics related to the library.

Keizer Community Library will periodically evaluate the role and utility of its online venues and social media, which may be terminated at any time by a board vote.

Rights & Responsibilities of the Library

The library sets rules for use of its online venues and social media sites, just as it does for use of its other resources and communications. Comments/posts will be moderated by the library staff for content and relevancy. *The library reserves the right to deny or remove any comments, links, tags and/or images that violate the law, the rights of any third party, library policies, or that distract from the library mission and goals.*

The library is not responsible for the content on the pages of friends, fans, or followers of the library. The library does not endorse or review content of third-party sites.

Purpose & Scope

In keeping with our mission that the Keizer Community Library "opens the world to everyone," our purpose in using social media platforms is to encourage community engagement opportunities through the option of connecting with the library online. Library social media should create a welcoming and inviting online space where users will find useful and entertaining information and can interact with the library digitally. The scope of our platform and postings includes:

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- Posting information related to library services, operations and events and engaging with community members online.
- The library may conduct occasional calls for survey responses or comments. The library reserves the right to close comments at a predetermined time and not in response to the commentary received.
- Library social media platforms may serve as a forum for the discussion of issues related to library collections, programs, and spaces.

User Responsibilities and Restrictions

Users have the responsibility to protect their privacy and should not post personally identifying information which they do not wish publicly represented on the internet.

Users may not post comments, links, or images that compromise another's privacy or that may be considered objectionable or inflammatory. Violations include, but are not limited to:

- off-topic and/or disruptive posts
- commercial promotions or spam
- duplicate posts from the same individual
- threatening language and personal attacks
- private, personal information published without consent
- obscene or libelous content
- copyright infringement/plagiarized material
- political advocacy
- posts that violate library policies

Staff & Volunteer Responsibilities

All library staff and volunteers responsible for contributions to library social media platforms should be trained in patron privacy policies, best practices for individual social media platforms, and in the library mission, values, and positions of the library and its

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governing board. A social media account serves as the digital face of the library and should maintain the same level of customer service provided in the physical library.

Social media contributors should use a tone consistent with the library's~~libraries~~ mission. Be friendly, sincere, and energetic. Social media content should be written from the point of view of the "We," which represents the library as a whole and not as an individual staff member. As the online face of the library, staff members should remain professional at all times and should refrain from expressing their personal views when posting on the library's behalf.

Library staff should protect patron privacy and confidentiality whenever possible. Information shared by patrons on the library's social media should not be kept by the library or used for other purposes. Staff should be trained and aware of basic cybersecurity practices. Librarians and library staff should refer to the American Library Association's Committee on Professional Ethics' "Ethics and Social Media Q&A" (available at https://www.ala.org/tools/ethics/socialmediaqa#6) for additional information.

Staff and volunteers shall~~should~~ use the following guidelines to work within the library's social media strategy:

Library Social Media Should Not Be Used:

- For personal benefit or gain.
- For the benefit or gain of any other individuals or outside organizations.
- In a way that compromises the security or integrity of library~~state~~ property, information or software.

Guidelines When Posting To Library Social Media:

- Incorporate the library logo and colors matching logo where applicable. This keeps branding consistent.
- Adhere to the Patron Privacy Policy.
- Adhere to the terms of use of the social network you're using.
- Respect copyright, fair use and financial disclosure laws.
- Acknowledge your mistakes (unless they're minor).

- Verify information before you post it.
- Make sure your links work.
- Make sure you're creating dialog, not just pushing content. Give patrons something to respond to or act on.
- Thank people for input and feedback, including constructive negative feedback (but don't feel obligated to acknowledge every single comment).
- Be a kind human, even when interacting on behalf of the library rather than as an individual.
- Do not post images showing the faces of minors without express written consent from a legal guardian using the "Photo Release Form."

Revision

This social media policy to be reviewed periodically for updates or the addition of new guidelines or media platforms.

Bibliography

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Potential BOD Actions/Philosophies Moving Forward (see pg. 5 for more information):

How Keizer Community Library Should Move Into The Future

Salem's measure to tax wages earned in Salem failed resoundingly. It is very likely that Salem Public Library services will be affected, quite drastically. West Salem Branch Library is likely to be closed permanently and SPL will lose the building after one year. SPL services will be cut.

We have enough money in our reserves to cover two years of operation at current expenses. We do not have control over increase of mandatory expenses (insurance, rent, leasing for software). We have control over program money,

Conserve our resources and stay open as long as possible	Ask the City of Keizer to put another ballot measure to fund a public library
Cut half time library manager.	May 2025 or November 2025.
Find a volunteer manager and cover the basic services.	Campaign must be a united effort by the entire Board. Betty and I can't do it alone.
Keep the manager but cover only the basic services.	Ask City of Keizer to fund a consultant to guide the ballot measure process with town halls and professional survey. (ARPA funds)
Seek city/grant funding opportunities. We will do this; it is a matter of time (or money) spent.	"Be All That We Can Be" or status quo while our efforts are put into the ballot measure campaign.
Focus on fundraising campaigns to help keep the doors open. Can volunteers lead this effort?	Ask the City for $$ for 2024 and/or 2025 (how much?)
"Be All That We Can Be" or status quo until reserve is exhausted.	