Keizer Community Library Board of Directors
Meeting Minutes

(December 11, 6:30 p.m.)
(Art Classroom, Keizer Cultural Center)
Approved on January 11, 2024

Attendance

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

Motions Passed

- Approval of November Minutes
- Approval of proof of concept for grant application for money to increase and extend salary of library manager during summer of 2024
- Approval of proof of concept for grant application for money to hire a part-time Spanish speaking staff member at the library with the goal of increasing patronage of Spanish-speakers
- Approval of 2024 budget in the amount of $58,235.00

Minutes (Taken by Kiara Ramsay)

AGENDA ITEM	DETAIL
Call to Order - Barbara Miner	6:34 pm
Executive Officers Report - Barbara Miner	**Grant Updates:** ● Before submitting grants, the Board must vote to approve the proof of concept. If approved, the Executive Committee will approve final wording. ● We do not meet the criteria for the OFC we originally planned to apply for because our town is too large and too close to a metro area according to the grant requirements. This means we need to search for alternative funding for paying the library manager through summer of 2024. ● We have sent a letter of intent to apply to hire a Spanish speaking outreach person. The position would be 6-7 hours per week at $20 per hour for the year of 2024. The job would be to reach out to the Spanish speaking community and promote awareness of library. The goal of hiring for this position is to increase the number of children at Spanish speaking story time and to increase the number of Spanish kids books checked out.

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	Fundraising Update: All fundraising activities must be approved by the Executive Committee. **Events Update:** Events must be approved by the Executive Committee. Event details need to be submitted through the event application form for approval: https://forms.gle/wJGq1BksMsgy9k5a7. Once the event details have been received, the Executive Committee will vote either in person or by email. Events will be approved with at least 2 yes votes. Exceptions to this process are events hosted by BOD committees and the semi-annual book sale. (see pg. 6 for full approval loop) **Bylaws and Policy Manual Update:** The bylaws and policy manual must be reviewed in even numbered years. Committees are asked to review their section and provide updated language to the board before the board's final review/update. **Committee Reviewal:** At the start of next year, the Board will review the current committees. Board members will vote to officially elect members to committees. Additionally, the board will ensure each committee has a purpose statement, workflow, etc. **CRIS reports will be run on all Board members.**
Communications Committee Report - Jamie Hinsz	**Social Media Policy Update:** The Board reviewed and approved the final version of the social media policy. The final version addresses the Board's previous concerns about the library manager being solely responsible for managing the social media accounts. The final version makes clear that the Board will designate the person responsible for managing the library's social media (not necessarily the library manager) and that that person must be trained on library policies and social media best practices. (see pg. 7 for final version of social media policy) **Appeal Update:** ● On November 20, KCL sent an annual appeal email to 1,727 library cardholders and community members, and 876 people opened/read it, reflecting a 50.7% open rate. ● The annual appeal was also posted on social media and the website. ● As of December 5th, the email appeal generated $1,312.96. ● The appeal will be emailed (or texted) again on December 15 and a final appeal on December 28th. ● The Communications Committee is working to create an option for receiving recurring monthly or quarterly donations through Square. ● The Communications Committee is coordinating sending thank-you letters and tax receipts to donors.

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	New Signature Designed: To increase consistency in Board communications the Communication Committees has created an email signature for Board members to use. The signature includes pronouns, updated open hours, and a blurb about the annual appeal that will be removed in January. The new signature is shown below. **First Name Last Name** (pronouns) *Title (Volunteer, board member, board position, etc)* Keizer Community Library P: (503) 390-2370 C: (optional) Mondays 1-7 Tuesdays 3-7 Wednesdays 11-5 Thursdays & Fridays 1-5 Saturdays 11-3 *Established in 1988, Keizer Community Library is a 501(c)(3) nonprofit. With no guaranteed income in 2024, we depend on volunteers, donated materials, and your financial support.* *Please donate!*
Library Operations Report - Jessi Vining	**Operations Update:** The library was open 6 days a week for 28.5 hours per week for a total of 25 days. **Metrics Update:** In November, there were 681 visitors, which is a decrease compared to the summer, but a 75% increase compared to November 2022. 1031 items were checked out (including computers), which is a 96% increase compared to November 2022. 63 cardholders were added. 207 new items were added. **Volunteer Updates:** Five new volunteers started in November. All circulation desk volunteers have been asked to take a free homeless/de-escalation training. **Technology Update:** Two new *functional* computers were installed in the library for a total of 6 public computers. **Events Updates:** ● NaNoWriMo Write In Sessions were hosted on Saturday afternoons during November. The participants have asked to continue having write in events, but on a monthly basis. ● Holiday card making event was hosted in the library. Supplies were donated by a volunteer. 15 people attended and seemed to enjoy the event. ● Although Chess Club was popular over the summer, attendance has dropped so they will take a break for the winter and continue again in the spring. ● Game nights have been popular with library volunteers, but not among patrons. The event will continue for three more months to see if it becomes more successful with continued advertising. **Additional Updates:** ● All physical items the library owns were inventoried in preparation for renewing the library's insurance policy and finalized budgets for 2024. ● The library manager has submitted a proposal to reorganize the office in mid-December.

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Children's Committee Reports - Kiara Ramsay	**Upcoming Events** ● Science Corner at the Library: Drop in event for elementary schoolers where they spend 5 to 10 minutes viewing familiar objects with magnifying glasses and under the microscope. December 11, 27, and 28 from 1 to 3 pm. ● Book Bingo: Children will play a game of bingo with the prize being a free book of the child's choice. The kids can play until everyone has a book and the books run out. December 28 at 1 pm. ● Decorate the Library for Winter: Drop in event where children can work with a volunteer to make winter decorations for the library (snowflakes, mittens, daisy chains, snowmen, etc.). They may also make a decoration to take home. December 13 and 20 from 11 am to 1 pm. ● Cuddle Up Reading Club: Winter reading program. More details to come in January.
Financial Committee Report - Mark Northcutt	**Rare Books Sale Update:** ABE book program will be shut down. Some books will be sold at a special table at the book sale. BJ and Lori will determine the most profitable way to sell the remaining books. **Bookkeeping Updates:** ● Gail will be helping Mark with bookkeeping. ● Unbudgeted spending under $300 must be approved by Mark. Unbudgeted spending over $300 must be approved by the Board. ● Spending requests should be sent to Mark at treasurer@keizerlibrary.org. **Current Financials:** ● Checking: $20,628.77 ● Debit: $514.57 ● Saving: $86,613.10 ● CD: $30,675.75 ● Total: $138,432.19 ● Spent $39,371.75 (65.6% of 2023 budget) **Discussion of Proposed Budget for 2024** (see pg. 10 for proposed budget)**:** ● The rent budget increased from $720 to $900 to accommodate higher rent costs. ● Insurance spending in 2023 was above budget due to having to pay December 2022 insurance in January 2023 in addition to that month's insurance. ● The volunteer management/appreciation budget is amended to be specifically for events not individuals.

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	• The print budget increased from $350 to $850 to accommodate the need to buy new library cards. • Book sale budget has decreased from $551 to $200 based on recommendations from the event coordinator. • The children's program budget increased from $2000 to $3000 to reflect the Board's commitment to increasing patronage of local youth.
Other Business	**Library Manager Recognition:** Recognition of Jessi for being a phenomenal manager with a holiday bonus. Her achievements include increased awareness of the library through use of social media and not having to close the library for missed volunteer shifts. **Keizer Community Dinner:** Libby has volunteered to coordinate for the library to host a Community Dinner at St. Edward's Church in 2024. **Adult Literacy Development Program:** Jessi and Paula will be coordinated to determine better ways to advertise our Adult Literacy Development Program.
Adjourned	7:45 pm

Action Items

ACTION ITEM	WHO	WHEN
Upload approved meeting minutes from November to drive	Kiara Ramsay	December 21, 2023
Upload approved social media policy to drive	Jamie Hinsz	December 21, 2023
Upload approved budget into drive	Mark Northcutt	December 21, 2023

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Event Approval Loop (see pg. 2 for more information):

PROPOSED APPROVAL LOOPS

Goals: Everyone knows "how to get things done', there is a structure to delegate resources according to the best advantage, without being too cumbersome. Info distributed to all Board members.

KCL new Events that are not vetted in a specific committee

- Submit a proposal to the Exec Committee. Anyone with an idea for a Library Event may submit a proposal. Proposal includes question on time, date, value to the library, who will own the Event and resources needed.
- Executive committee will vote, in person or by email. Event is approved with 3 or 4 YES votes (if 2 are No Reply: 2 votes is sufficient). The proposal is distributed emailed to all Board members. Exec comm may ask for more information or refer the matter for discussion at a full board meeting (the latter is likely if there is a large financial cost.) Board members who are "out of range" may elect a person to vote for them while they are gone.
- Exception is the semi-annual Booksale, which has been discussed at Board level and approved multiple times. KCL commits the financial resources (cost of storage shed) in advance.

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Social Media Policy (see pg. 2 for more information):

Social Media Policy

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 a person designated by the Board of Directors 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:

- 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

Any person designated by the Board of Directors responsible for contributions to library social media platforms must 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 governing board. A social media account serves as the digital face of the

- 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 will be reviewed periodically for updates or the addition of new guidelines or media platforms.

Bibliography

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Proposed Budget 2024 (see pg. 4 for more information):

				2023 Budget		Actural Spent a/o 11/2023		2024 Proposed Budget
Administration								
	Executive Team Discretionary			$2,000.00		$95.00		$2,000.00
	SBA Loan Repayment			$1,680.00		$692.85		$1,680.00
	Rent (Elec, Water/Sewer, Telephone)			$720.00		$429.90		$900.00
	Fixtures (Repair/Replacement			$700.00		$821.99		$700.00
	Insurance							
		Directors/Officers		$950.00		$1,354.00		$950.00
		General Liability		$944.00		$602.00		$750.00
	Fees							
		Sec of State		$50.00		$50.00		$50.00
		Dept of Justice		$56.00		$56.00		$56.00
		Tax Related		$0.00		$268.00		$300.00
	Subscriptions			$175.00		$89.94		$175.00
Library Mgr								
	1-Salary			$27,680.00		$23,880.00		$27,680.00
	Criminal Checks-Volunteers			$300.00		$125.50		$300.00
	Volunteer Management/appreciation events			$500.00				$500.00
	Office Supplies			$3,200.00		$1,350.74		$1,600.00
	2_Printing			$350.00		$42.47		$850.00
	Publicity			$1,000.00		$212.00		$1,000.00
Fund Raising								
	Book Sale			$551.00				$200.00
	Book Storage for Sale			$2,244.00		$2,146.00		$2,244.00
Programs								
	Library Collection Management			$2,000.00		$799.53		$2,000.00
	3-Children Programs			$2,000.00		$1,923.00		$3,000.00
	Special Events			$2,000.00		$797.00		$2,000.00
	Adult and Literacy Development			$1,000.00		$72.00		$500.00
	Publicity			$1,000.00		$200.00		$1,000.00
Technology								
	Equipment update/maintenance			$3,000.00		$1,521.31		$3,000.00
	Software Update/subscriptions			$2,000.00		$1,502.00		$2,000.00
	IT Services Support			$2,500.00		$2,640.00		$2,800.00
	Total Budget			$58,600.00		$41,671.23		$58,235.00
		eliminated	publicity	$1,000.00				
		eliminated	ABE book exp	$400.00				
		TOTAL 2023		$60,000.00				
Footnotes:								
	1-Grant proposed for Library Manager Summer Program							
	2-Patron Library Cards							
	3-MAPS Grant							