



LIBRARY BOARD OF TRUSTEES
MEETING AGENDA
Meetings: 4th Monday of the month

Elizabeth Keller, Chair
Neil Hivala, Vice-Chair
Priscilla Green, Trustee
Janice Hallett, Trustee
Kathy Mason, Trustee
Patricia Baribeau, Council Liaison
Carolyn Stacey, Library Director

City Hall 400 Ludington, Rm. 101 - Escanaba, MI 49829

Library Board of Trustees
May 22, 2017

CALL TO ORDER
ROLL CALL
PUBLIC COMMENT
APPROVAL/CORRECTION(S) TO MINUTES
APPROVAL/ADJUSTMENTS TO THE AGENDA

DIRECTOR'S REPORT

The director updates the Board on monthly use measures, financials, administration projects, library services and activities.

CORRESPONDENCE

UNFINISHED BUSINESS

1. Marketing Plans
Review of 2016-17 marketing objectives and strategies developed with Friends of Library
2. Project Outcome
Overview of resources and tools from the Public Library Association on measuring the impact of public libraries.

NEW BUSINESS

1. Library Board Roster and Vacancies

ANNOUNCEMENTS

ADJOURNMENT

The City of Escanaba will provide all necessary, reasonable aids and services, such as signers for the hearing impaired and audiotapes of printed materials being considered at the meeting to individuals with disabilities at the meeting/hearing upon five days notice to the City of Escanaba. Individuals with disabilities requiring auxiliary aids or services should contact the City of Escanaba by writing or calling at (906) 786-9402.

Respectfully Submitted,

Carolyn Stacey, Library Director

CITY OF ESCANABA
LIBRARY BOARD OF TRUSTEES
MINUTES
April 24, 2017

A meeting of the Escanaba Public Library Board of Trustees was held April 24, 2017 at 5:00 p.m. in Room C102 of the Escanaba City Hall/Library Complex, Escanaba, MI 49829.

PRESENT: Elizabeth Keller, Priscilla Green, Janice Hallett, Kathy Mason, Patricia Baribeau, Carolyn Stacey, Library Director.

ABSENT: Neil Hivala

PUBLIC COMMENT: None

APPROVAL/CORRECTIONS(S) TO MINUTES: The minutes of January 23, 2017 were accepted on consensus.

APPROVAL/ADJUSTMENTS TO THE AGENDA: The agenda was accepted as written.

DIRECTOR'S REPORT

Use Measures: Reviewed

Financials:

A comparison report was provided for the library budget, current through March, 2017. A report showing running fund balance, current through February, 2017 was also been provided.

Administration:

The preliminary budget for the library for FY 17-18 was approved by Council, maintaining the annual allocation of \$400,000. The Federal Budget includes a proposal to eliminate the Institute of Museum and Library Studies (IMLS). This would result in the elimination of the Michigan eLibrary, and all Library and Technology Services (LSTA) grant programs, and diminish services provided by the Library of Michigan. Contacting legislators to oppose this cut is critical. Library director visited the Dickinson County Library in Iron Mountain and the newly constructed Bay College Learning Resource Center in February. Library children's staff traveled to Marquette to attend an "Every Child Ready to Read" workshop. The library director will attend a Performance Outcomes Measurement workshop in May and an Advisory Board of Director meeting for the Superiorland Library Cooperative. Library director presented information on the STEAM program at a children's/YA services workshop in Iron Mountain on April 4. The project to upgrade the library's network wiring to "CAT 6" has concluded. The City Council recognized the good works and contributions of the Friends of the Escanaba Public Library with a "Good News" award on Thursday, April 20th at 7p.m.

Library Programs / Services:

March /April Outreach included visits to Northwoods Place, Bishop Noa Home and the Family Fun Fair at the mall. The library is hosting a regional training on "MobileCirc," new software and equipment that will allow staff to sign up people for library cards and check out items off-site. Volunteers have finished cataloging and organizing a large nautical chart collection donated by Richard Fink. An orientation to the collection will be presented by Marilyn Kinsey-Brown at 6:30 p.m. on Monday, April 24th. The Friends of the Library are working with the library director to plan an open house in September, to coincide with library card sign-up month.

UNFINISHED BUSINESS: Strategic Plan Review: Trustees continued reviewing the goals and strategies contained in the Strategic Plan for 2015-2019. The director distributed an article on key questions for consideration and discussion when reviewing plans. Discussion centered on using volunteers to teach technology skills at the library, as well as marketing and promotion. The marketing plan developed by the director for use with the Friends in 2016 will be shared with the board at the next meeting. The library director will bring back any new evaluation and monitoring strategies learned from an upcoming workshop in Marquette on May 3rd on performance measurement. The original version of the plan will be retained, and completed tasks and accomplishments will be moved to the back of an updated document. Additionally goals will be transferred to an Excel spreadsheet for easier tracking and monitoring by the board.

NEW BUSINESS: None.

ANNOUNCEMENTS: Next board meeting is scheduled for May 22, 2017.

ADJOURNMENT: 5:59 p.m. on consensus

Respectfully Submitted,

Approved

Carolyn Stacey, Library Director

Elizabeth Keller, Chair

CITY OF ESCANABA - ESCANABA PUBLIC LIBRARY

Comparison of Budget to Actual-Fiscal Year 2016-17

As Of **3/31/17**

UNAUDITED

	ACCOUNT DESCRIPTION	2016-17 BUDGET	UNAUDITED THRU 03/31/2017	COMPARISON TO BUDGET	ACTUAL THRU 03/31/2016
Revenues					
437 -002	Renaissance Zone Reimb	0	1,041.98	1,041.98	786.80
528	Federal Grant Revenue	0	0.00	0.00	0.00
556 -100	State of MI Library Funding	15,500	0.00	(15,500.00)	0.00
569 -212	Superiorland	0	657.00	657.00	0.00
656	Ordinance/Penal Fines - County Allocation	100,000	123,380.84	23,380.84	99,429.93
658	Fines and Fees	18,000	12,783.34	(5,216.66)	12,126.30
665	Interest Earnings	1,750	2,486.24	736.24	2,104.51
675	Contributions from Private Sources	0	6,204.12	6,204.12	5,467.29
694	Miscellaneous	0	72.36	0.00	295.00
699 -101	Contribution from General Fund	<u>400,000</u>	<u>400,000.00</u>	<u>0.00</u>	<u>400,000.00</u>
	TOTAL REVENUES	535,250	546,625.88	11,303.52	520,209.83
Expenditures					
702	Salaries and Wages	281,245	207,714.61	73,530.39	204,207.17
712	Overhead on Salaries and Wages	83,784	62,411.88	21,372.12	56,551.19
713	Life & Hospital Insurance	71,092	52,351.30	18,740.70	49,453.72
726	Supplies(Misc)	600	138.86	461.14	481.95
727	Office Overhead/Supplies	6,500	4,300.86	2,199.14	4,835.93
801	Professional Services	29,976	22,319.87	7,656.13	17,426.50
850	Telephones	2,800	1,191.56	1,608.44	2,289.08
860	Travel Expenses, Auto Allow	500	218.46	281.54	313.20
910	Insurance & Bonds	225	301.58	(76.58)	192.92
932	Repairs/Maintenance of Equipment	1,344	1,554.00	(210.00)	1,344.00
942	Rental of Building or Offices	51,996	38,997.00	12,999.00	38,997.00
943	Rental of Equipment	1,724	1,464.85	259.15	446.00
958	Membership and Dues	245	209.00	36.00	205.00
960	Education and Training	200	130.00	70.00	40.00
977	Capital Outlay-Equipment	1,000	0.00	1,000.00	1,945.24
979	Books, Magazines & Periodicals	<u>40,000</u>	<u>25,425.72</u>	<u>14,574.28</u>	<u>20,453.67</u>
	TOTAL EXPENDITURES	573,231.00	418,729.55	154,501.45	399,182.57
	EXCESS(DEFICIT) OF REVENUES OVER EXPENDITURES	<u>(37,981.00)</u>	<u>127,896.33</u>	<u>165,804.97</u>	<u>121,027.26</u>
	BEGINNING FUND BALANCE-7/1/16		108,074.28		
	FUND BALANCE	3/31/17	<u>235,970.61</u>		
	<u>Balance Sheet Balances</u>				
	Cash-Investments		230,661.10		
	Accrued Interest		4,079.10		
	Due to/Due from/Deferred		<u>1,230.41</u>		
	Net Assets		<u>235,970.61</u>		

CITY OF ESCANABA
DETAIL REVENUES WITH COMPARISON TO BUDGET
FOR THE 10 MONTHS ENDING APRIL 30, 2017

FUND 268 - LIBRARY FUND

	PREVIOUS YEAR			CURRENT YEAR		
	AMENDED BUDGET	YTD ACTUAL	MONTH ACTUAL	AMENDED BUDGET	YTD ACTUAL	MONTH ACTUAL
REVENUE						
268-000-437-002	RENAISSANCE ZONE REIMBURSEME	.00	786.80	.00	1,041.98	.00
268-000-528-000	FEDERAL REVENUE GRANT	.00	(100.00)	.00	.00	.00
268-000-566-100	ST OF MICHIGAN LIBRARY FUNDING	15,500.00	8,389.36	8,389.36	15,500.00	.00
268-000-569-212	SUPERIORLAND	.00	.00	.00	657.00	.00
268-000-569-221	LIB OF MI FOUNDATION BOOK TOUR	.00	100.00	.00	.00	.00
268-000-656-000	ORDINANCE/PENAL FINES-CO ALLO	100,000.00	99,429.93	.00	100,000.00	123,380.84
268-000-658-000	FINES AND FEES	18,000.00	14,926.92	2,800.62	18,000.00	14,916.31
268-000-665-000	INTEREST EARNINGS	1,750.00	2,430.08	325.57	1,750.00	2,486.24
268-000-675-000	CONTRIB FROM PRIVATE SOURCES	.00	22.58	.00	.00	2,200.00
268-000-675-001	CONTRIBUTIONS-FRIENDS	.00	4,742.28	2,348.73	.00	4,004.12
268-000-675-002	CONTRIBUTIONS- COMMUNITY FUND	.00	3,551.16	500.00	.00	.00
268-000-694-000	MISCELLANEOUS	.00	295.00	.00	.00	172.36
268-000-699-101	CONTRIBUTION FR GENERAL FUND	400,000.00	400,000.00	.00	400,000.00	400,000.00
	TOTAL REVENUE	535,250.00	534,574.11	14,364.28	535,250.00	548,858.85
	TOTAL FUND REVENUE	535,250.00	534,574.11	14,364.28	535,250.00	548,858.85
EXPENDITURES						
DEPARTMENT 000						
268-000-702-000	SALARIES AND WAGES	274,671.00	200,161.16	19,903.57	281,245.00	200,405.75
268-000-703-000	SICK, HOLIDAY, VACATION	.00	25,880.37	1,930.79	.00	28,002.30
268-000-711-000	OVERTIME	.00	.00	.00	.00	258.93
268-000-712-000	OVERHEAD ON SALARIES & WAGES	75,047.00	62,619.03	6,067.84	83,784.00	69,130.68
268-000-713-000	LIFE & HOSPITAL INSURANCE	73,345.00	56,370.81	6,917.09	71,092.00	59,888.62
268-000-726-000	SUPPLIES-MISCELLANEOUS	600.00	481.95	.00	600.00	450.22
268-000-727-000	OFFICE SUPPLIES	6,500.00	5,044.44	208.51	6,500.00	4,488.30
268-000-801-000	PROFESSIONAL SERVICES	29,615.00	22,008.22	4,581.72	29,976.00	26,425.24
268-000-850-000	TELEPHONES	2,800.00	2,411.02	121.94	2,800.00	3,480.39
268-000-860-000	TRAVEL EXPENSES, AUTO ALLOW.	500.00	313.20	.00	500.00	343.65
268-000-910-000	INSURANCE AND BONDS	225.00	192.92	.00	225.00	301.58
268-000-932-000	REPAIRS/MAINT TO EQUIPMENT	1,344.00	1,344.00	.00	1,344.00	1,554.00
268-000-942-000	RENTAL OF BUILDING OR OFFICES	51,996.00	43,330.00	4,333.00	51,996.00	43,330.00
268-000-943-000	RENTAL OF EQUIPMENT	1,000.00	702.48	256.48	1,724.00	1,566.85
268-000-958-000	MEMBERSHIP AND DUES	233.00	205.00	.00	245.00	249.00
268-000-960-000	EDUCATION AND TRAINING	200.00	40.00	.00	200.00	130.00
268-000-977-000	CAPITAL OUTLAY-EQUIPMENT	1,000.00	1,945.24	.00	1,000.00	.00
268-000-979-000	BOOKS, MAGAZINES, PERIODICALS	40,000.00	24,777.31	4,323.64	40,000.00	27,841.93
	TOTAL DEPARTMENT 000	559,076.00	447,827.15	48,644.58	573,231.00	467,847.44

CITY OF ESCANABA
 DETAIL EXPENDITURES WITH COMPARISON TO BUDGET
 FOR THE 10 MONTHS ENDING APRIL 30, 2017

FUND 268 - LIBRARY FUND

	— PREVIOUS YEAR —			— CURRENT YEAR —		
	AMENDED BUDGET	YTD ACTUAL	MONTH ACTUAL	AMENDED BUDGET	YTD ACTUAL	MONTH ACTUAL
TOTAL FUND EXPENDITURES	559,076.00	447,827.15	48,644.58	573,231.00	467,847.44	49,117.89
NET REVENUES OVER EXPENDITURE	(23,826.00)	86,746.96	(34,280.30)	(37,981.00)	81,011.41	(46,884.92)

Program Goal:

To increase public awareness and understanding of the role and function of the Friends of the Escanaba Public Library through a visibility campaign

Program Description:

The Friends are a 501c3 organization that exists to support the mission of the Escanaba Public Library. As a separate entity, the Friends raise funds to supplement and enhance the services of the library. The Friends assist the library in offering services and events that are outside the library's budget as a City department. Examples include hosting events featuring authors and special guests, supporting the children's summer reading program, operating a used book sale room in the library and offering periodic book sales, contributing to the purchase of books and other lending materials, furnishing, equipment and technology and maintaining the Nancy Devlin (Kennedy) Memorial Garden.

The Friends also accept contributions in the forms of memorials and receive donations through the Community Foundation for Delta County.

Marketing Objectives:

Task	Responsible Party	Benefit
Create a "Ways to Give" brochure	Carolyn (draft)	Help potential donors understand difference between Friends/Foundation fund and determine how to give
Create a library wish list for potential donors	Carolyn	Demonstrate need, offer ideas that may spark interest/contribution
Research and identify catch phrase or slogan (message) that can be used in PSAs, ect....	Kelly, Sue	Memorable message/phrase to "brand" Friends
Create Shared Google calendar of Friends Sponsored Events	Kelly	Internal planning tool to inform Friends of upcoming opportunities
Investigate options and benefits available to Friends as a Bonifas Affiliate	Toni, Carol	Take full advantage of opportunities to be more visible through Bonifas
Investigate participation in Waterfront Art Fair, Farmer's Market	Toni, Carol	High traffic location and opportunity to distribute brochures and bags, wear t-shirts
Obtain letterhead and printed notes with Friends logo	Kelly	Logo and name recognition for donor letter requests and thank you /acknowledgements
Develop budget for public awareness campaign	Publicly committee make recommendation to Finance?	Incentives such as window clings for new members, book bags and other promotional items, letterhead will help to brand friends

Possible Target Audiences:

- Funders
- Non-Users
- Community VIPs
- Business Community
- Library Patrons
- Teens
- Families with Children

Connecting Message with Audience

- Newsletters
- Radio PSAs
- Letters to the Editor
- Op-Eds
- Digital / Social Media
- Visits to funders
- Speaker's Bureau
- Word-of-mouth marketing
- Bus or billboard ads
- Window displays
- Postcards
- Brochures
- Television ads
- Fact sheets
- Bookmarks
- Open House / Event
- Community Event
-

Toolkit for Programs & Events

Implementing these practices as standard for each Friends –sponsored library event will help to increase the visibility of the Friends.

1. Welcome and Introduction by the President of the Friends of the Library (or library staff if Friends unavailable) announcing sponsorship of the event and where people can find more information about the Friends.
2. Friends brochures and membership forms available
3. Friends banner displayed
4. Friends Board Members will wear personalized nametags and circulate
5. When appropriate, Friends Board member will wear Friends t-shirts
6. When appropriate Friends book bags with brochures inserted can be given away as incentives, or sold

So here are 10 hacks you can use to create a marketing plan in no time flat.

1. **Use your strategic plan!** Many public libraries have a three-year strategic plan that discusses marketing, promotion, programming, and advocacy goals. This should be the starting point for your marketing plan. Which goals and objectives are already in progress? How successful were they? What worked – and what didn't? Focus your marketing plan on goals and objectives that haven't been started yet or revise objectives already underway.
2. **Revisit the SWOT analysis.** Most public library strategic plans include a SWOT analysis. Reevaluate it. Does it still hold true? Has anything changed? If so, what?
3. **Gather updated feedback.** If you have time, you can conduct a simple survey of library audiences to gather feedback about your marketing efforts. But if you don't have the resources, an informal survey will work too. Use social media to gather suggestions, or informally interview friends of the library or frequent library users.
4. **Evaluate brand awareness activities.** All marketing plans need some activities to help raise awareness of the public libraries services. Reevaluate last year's activities. Was there something you wanted to do last year but didn't have the time? Put it in this year's plan.
5. **Increase advocacy efforts.** Funding for public libraries is an ongoing challenge. Are there new tactics you incorporate into your plan? Are the existing ones working? If so, continue them.
6. **Plan for special initiatives.** What's on the horizon for your library in the coming year? Will you be creating new spaces or services? These will require a great deal of communications and public relations, so be sure it's reflected in your plan.
7. **Cultivate advisory groups.** Advisory groups provide two benefits: They provide a constant source of feedback, helping you to understand the needs of a particular community. But members can also become brand ambassadors for the library. By involving them in shaping how the library works, what it offers, and how it interacts with the community, you can cultivate loyalty and advocacy.
8. **Create community partnerships.** Identify new ways to reach out to the community through partnerships with churches, clubs, community centers, and other groups. Like advisory groups, partners can help promote the value of the library and become powerful advocates.
9. **Integrate the latest marketing trends.** Don't ignore the world of marketing outside the public library. Be mindful of important advances such as the increasing use of mobile devices, and incorporate ideas to keep your marketing activities current and relevant.
10. **Create a Marketing Calendar.** Aside from community, library and other local events, be sure to use the [American Library Association's calendar](#) to plan for events such as National Library Week and International Games Day.

