



Town of Clayton
Hocutt-Ellington Memorial Library Advisory Board Minutes
Thursday, October 15, 2020 @ 5:00 PM
GoTo Meeting - Remote

BOARD MEMBERS PRESENT:

Caroline Daily
Etheleen Eason
Elizabeth Barber
Belle Allen
Caroline Daily
Stephanie Satkowiak
Paul Taperek

STAFF PRESENT:

Joy Garretson, Library Director
Heidi Holland, Deputy Town Clerk

MEMBERS ABSENT:

Laurie Lee
Elizabeth McLaurin
Vanessa Flores-Watson

1 CALL TO ORDER

- a) Ms. Daily called the meeting to order at 5:02 p.m.

2 APPROVAL OF MINUTES

- a) Draft Minutes
• September 17, 2020

ACTION: Adoption of September 17, 2020 Minutes

Motion: Board Member Taperek
Second: Board Member Eason
Vote: Unanimous

3 OLD BUSINESS

- a) DFI (Development Finance Initiative) Update
Presenter: Joy Garretson, Library Director

Ms. Garretson stated not much had changed since she reported at the last meeting. She has not had another meeting with DFI. The steering committee for this project has been formed and the following citizens in the community are serving on this committee: Laurie Lee, Stephanie Satkowiak, James Lipscomb, Emily Beddingfield, Dana Wooten, Michael Sims, Jim Perricone, Neil Stancil, Shannon Austin, James Moore, Brian Tiede, Mayor McLeod, and Art Holder. She stated she is excited to have members from the Planning Board on this committee since they make a lot of decisions about the town.

The committee will present information to the library about the findings of downtown from their analysis of the market and research whether or not it would be feasible to build a new library on the current site. From the last conversation they stated they think we have a healthy downtown and a great opportunity to have good things going on. She stated this comes at a good time because they are beginning to build their strategic plan.

4 NEW BUSINESS

- a) Library Board By-Laws Review Update
Presenter: Joy Garretson, Library Director

ACTION: Approval of Updated By-Laws

Motion: Board Member Daily
Second: Board Member Barber
Vote: Unanimous

- b) 2021 Meeting Calendar
Presenter: Heidi Holland, Deputy Town Clerk

- *Presented before board are three versions of the calendar for the board to choose from.*

The board voted on approving Bi-Monthly Calendar (Option #1)

ACTION: Approval of 2021 Meeting Calendar

Motion: Board Member Daily
Second: Board Member Allen
Vote: Unanimous

- c) Grant Applications for FY22
Presenter: Joy Garretson, Library Director

Ms. Garretson shared with board members her thoughts about upcoming grants for the year. She stated it is time for the library to create a new strategic plan for the library. The last one was for 2015-2020. She stated she has been looking at consultants, she would like to get someone to help gather information from staff and maybe meet with the board members a couple of times. She is receiving quotes right now for this. She has a few ideas of goals for the library moving forward.

She stated she would like to work on increasing the base of users in town. She has looked over the past 5 years of numbers they are on target to have higher numbers than the last five years in 2020 but then COVID happened. She stated with online book users there is a pretty solid number and they have over 3000 active users, which is more users than when she came here. She stated that is very encouraging.

She stated there are things she would like to do with the history room, she would like to make it a lot more useful and user friendly. She would like to do more in the history room that would appeal to younger children.

She stated she has been thinking about grants to apply for and she received an email from Scotty Henley, Executive Director of Cultural Arts, who told her about a grant for the National Endowment for the Art which provides many books of one title to the library. A big kick off day would be planned to distribute the books all over town. Over the year the library could host events centered around this one book. Some ideas are art contests, writing contests, performances, movie nights, etc. She stated there is a way to level this down to apply to all age groups. There would be a lot of partnerships associated with this grant which is a state and not a federal grant. She stated she is excited about this grant.

She stated the library is still receiving the garden for the library. She shared information that someone in town had a loved one pass away and they want to donate a bench in honor of this person. This bench would be located in this garden at the library in the honor of this person. The library would not have to purchase this, it would just be a memorial.

Ms. Daily asked in regards to the National Endowment grant, would the library be able to pick that book or is it assigned? Ms. Garretson stated there are 6 choices to choose from: *An American Sunrise; Beloved; The Best We Could Do: An Illustrated Memoir; The Call of the Wild; White Fang, and Other Stories; The Grapes of Wrath; and The House on Mango Street.* She would be talking to staff about which book they would be interested in. She stated she loves *The House on Mango Street*, she would love to engage with the Latino community in town and this book would be a great way to engage. Ms. Garretson stated she would love to talk with Ms. Daily to get an educator's perspective on this.

5 LIBRARIAN'S REPORT

- a) Library Update
Presenter: Joy Garretson, Library Director

Ms. Garretson shared her library report for the month of September.

September 2020 Snapshot

Physical Items Circulated: 3065; E-Audio Checkouts: 244; E-Book Checkouts: 912;
Appointments/Visits: 62/110

September Programs/Attendance

16 Children's Programs/182 Viewers/193 craft kits picked up; 5 Young Adult Programs/19 Viewers; 11 Adult Programs/88 Viewers

She stated the physical circulation numbers went up from last month and this is attributed to people coming in and using the curbside service. The E-Books and E-Audio checkouts are still doing great and the appointments and visits are as well. Depending on what council says there may be potential to expand appointments from 1:00 - 5:00 p.m. Monday-Thursday and from 10:00 a.m. - 5:00 p.m. on Saturday. Today the applications went live on the website announcing the courier service, she will keep the board updated on this.

There were 16 children's programs with a total of 182 online viewers and 193 craft kits have been picked up, these are all great numbers. Laura McGuire is creating early literacy bags for babies and toddlers for distribution. 40 people have signed up for those, 25 have been picked up already and she continues to get new people signing up for these every week. There have been 5 teen programs with 19 people attending. These include the TAB, book club and craft meetings. These are live zoom meetings for teens that are actually tuned in and engaged.

There have been 11 adult programs with 88 viewers. These include knit nights with an average of 6-8 attending each time. Ms. Garretson has been doing Page Burners live on FaceBook and 12-13 people have been attending these. Mardia Jacobs, Library Assistant, has been doing her trivia and book clubs every week as well with a good turnout.

Ms. Garretson listed September's popular book titles. She stated for the first time the library does not have a hard copy of the most popular book for the month, only e-audio and e-books. She discussed that because of the budget this year they have had to drastically reduce how much they could spend on books. They have only spent about a quarter of the book budget and haven't purchased the guest list of the library.

She discussed the Active Reading Experience Backpack Kits program. She stated she has 24 of these ready to go right now. The library would have up to 35 backpack kits that would be lent out to kids ages 2-5 that would help with math and reading. Also included in the backpacks are Spanish language materials. This program is targeted to help parents help kids learn how to learn. Ms. Garretson shared a sample of the backpack. This particular one had a book which was bi-lingual as well as another book, a five senses bingo game, various fun activities, a kaleidoscope and a magic eye toy..

There are activity cards that walk parents through how to help children with their five senses. She stated this is a fun way to interact between parents and kids. There have already been a number of these checked out and they can only be checked out for three weeks. Once they are returned they go through a whole quarantine process.

Ms. Daily asked about the quarantine process, Ms. Garretson stated the quarantine times went up from 72 to 96 hours. She is waiting to get new guidance from the State library on this. She expects this to go back to 72 hours or even down to 48 hours.

6 OTHER BUSINESS

- a) From the Field: Board Suggestions
Presenter(s): Board Members

There were questions from the board as to when in person meeting would beginning. Ms. Garretson stated at this time that is not known.

7 ADJOURN

- a) Adjournment of Meeting

With nothing further, the meeting was adjourned at 5:48 p.m.

ACTION: Motion to Adjourn

Motion: Board Member Daily

Second: Board Member Taperek

Vote: Unanimous

Duly adopted this the 19th day of November, 2020.


Laurie Lee, Chair

ATTEST:

Heidi L Holland
Heidi Holland, Clerk to the Board
& Deputy Town Clerk