

NORTHVILLE DISTRICT LIBRARY BOARD OF TRUSTEES

Special Meeting Minutes

Thursday, May 12, 2016-7:00 p.m.

Northville District Library Carlo Meeting Room

1. Chairperson Robert Sochacki called the Special Meeting to order at 7:00 p.m.
  - 1.1 Roll Call - Present: Trustees Robert Sochacki, Joe Corriveau, Mike DeFrancesco, Jean Hansen, Jim Morche, Paul Snyder and Alan Somershoe. Also present: Julie Herrin, Director; Karen Fehl, Public Relations Librarian; Carla Eggert, Administrative Assistant.
  - 1.2 **Review and Update Space Study Plan:** Julie Herrin reported that she has signed the space study agreement with Kimberly Bolan and Associates. A tentative date for the completion of the study was set for the end of January 2017. The Planning Committee for the space study has been formed. The representatives are Julie; Anne Mannisto; Michael McEvoy, Technology Coordinator; Wendy Mutch, Head of Adult Services; and Mary Brissette, Youth Services Librarian. Alan Somershoe and Mike DeFrancesco will be the Board of Trustee representatives on the Committee. Martha Nork and Deborah Stanifer will serve as the NDL Friends representatives. The kick-off meeting for the Planning Committee will be Tuesday, July 12. The meeting time has not been set yet.
  - 1.3 **Discuss Community Awareness:** Julie reported that she has attempted several times to set up a meeting with Deanna Barash, Assistant Superintendent of Instructional Services for Northville Public Schools. Deanna attended the Library Planning Session and at that time was enthusiastic about partnering with the Library but has had to cancel several meetings since then. Jean Hansen stated that contacting the Northville Public Schools Librarian Shannon Torres might be another approach to take. Julie noted that Librarians have met with Shannon previously over the years and she is supportive of the Library, but Deanna is in charge of Instruction for the Schools. She is the person we need to meet with to reach the teachers. We have a section on our website for teachers that includes information on Library resources for students as well as an assignment alert form that teachers can fill out to let us know about assignments that will require students to utilize Library resources; however the form is not being used. Karen Fehl reported that we have developed several booklists in response to assignments kids have come into the Library looking for resources on, such as a list of narrative biographies. Karen also sends information on Library programs on Community Information Day each Wednesday. Paul Snyder suggested that we try targeting a specific grade or class such as Advanced Placement English at the high school level. We could try to reach the English Department and let them know about the resources we have. Bob Sochacki suggested asking to be placed on the agenda at a School Board Meeting and let the Board know about our resources. Julie would not want it to appear we were going above Deanna or complaining about her. Jean suggested attempting to schedule another meeting with Deanna Barash in the summer after school has been dismissed for the year which is likely to be a slower time. Julie will contact Shannon Torres and will attempt to set up another meeting with Deanna Barash. Bob suggested emailing an agenda or a list of specific meeting objectives along with the request for another meeting with Deanna so she understands what we are hoping to accomplish. Alan Somershoe reported that he has a lunch meeting next week with Mary Kay Gallagher, School Superintendent. He will mention that we were appreciative of the Schools participation in our Planning Session but we have been unable to take the next step in the process.

Karen distributed to the Board an extensive list of what public relations she is currently doing in the areas of print, in-Library promotion, online promotion, and in outreach to the community. Jim Morche suggested contacting the local cable channels to ask if we can

submit public service announcements. There was discussion about this idea. Mike DeFrancesco wondered how many people read the information on the public service channel and how many people we would reach for the work involved. Paul asked about what information the Library posts at Northville Township Hall. Karen reported that four times a year she takes copies of the Library newsletter to Township Hall. She also posts program information there a few times a year for our larger programs. It was suggested to increase the amount of program information posted there. There was discussion about the possibility of providing Library information to be included in the various home owner's association (HOA) newsletters that are published around town. Karen suggested that this would be difficult to accomplish as there are a lot of HOA's in town and if they publish a newsletter it is likely done by a volunteer that changes regularly. The HOA newsletters would also all have different publication dates making it a constant task of trying to get our information to the correct person at the right time. It was agreed this was a lot of work for the return.

Jean pointed out that we are doing a lot of public relations now. We are publishing a newsletter four times a year that is being mailed to every household in the community as well as sending information to the newspaper. Joe stated that his biggest concern was the location of the Library. He feels we need to focus on increasing community member awareness of the location of the Library either with signage, a banner on the east side of the building or with more events in the green space next to the Library on Wing Street. Paul discussed programming at Township Hall. Julie reported that we have scheduled a program there for December. Jean stated it would be great if we could have one program a year at Township Hall that we heavily promote. Approximately 86% of Library funding comes from Northville Township so it is worth the effort for outreach. Mike stated that our library card statistics show that 75% of community members are card holders which is very good. Bob stated that the school Open Houses the Library attends every fall are a great way to increase parent awareness of the Library.

Karen mentioned that the Library's upcoming 20<sup>th</sup> anniversary celebration was an opportunity for community outreach. We could send a direct mail postcard to every household in the district announcing our anniversary and inviting them to the celebration. The Board liked this idea. Bob volunteered to join Jim Morche as an additional member of the 20<sup>th</sup> Anniversary Celebration planning committee.

Jean mentioned the Library partnership with Village Workshop as a means of raising community awareness. Karen described the ways in which we will begin promoting this partnership in the coming weeks. We have had a poster printed that will hang at the Village Workshop. We will also have books available free of charge at the Village Workshop on various crafts that will say "Donated by the Northville District Library". The Village Workshop will include information about the discount for Library cardholders on the monthly postcard that they mail out. They are also making us some stained glass art pieces that we will hang in the Library windows above a table with information on the program.

- 2. Discuss one way road between the two parking lots near the Library:** Julie reported that she emailed Jim Gallogly, Head of Public Works for the City of Northville, asking if the No Thru Traffic sign could be replaced in the area between the two parking lots around the Library as was discussed at the April Board meeting. He informed her that he would replace the sign but that the Mayor was interested in pursuing a one way road between the two lots to prevent cars backing out onto Main Street when they can't find parking in the smaller lot. There was discussion regarding this plan.

Alan Somershoe distributed a list of things the Board would need to require that the City do if they were to go forward with this plan. A schematic of the Library lot and its boundaries was distributed to the Board. The Board understands that issue with backing out of the smaller lot

but is concerned about the safety issues involved in having cars driving across the brick paver area where there is a lot of pedestrian traffic as well as the proposed roadway's close proximity to the handicap parking spots, where the elderly and the disabled park. Mike DeFrancesco suggested that one of the parking spots in the smaller lot could be reserved as a space for turning around to exit to Main Street. This would be a much easier and cost effective way to remedy the problem without building a road, especially when existing roads in town are in need of repair. Julie will reply to Jim Gallogly to let him know that the Board has discussed it and that they are concerned about the safety issues. There was discussion about the amount of space in the larger parking lot and how a considerable portion of the larger parking lot was not being used because the space lines are not painted correctly. The larger parking lot belongs to the Northville Schools and is leased to the Parks and Recreation Department. Julie wrote to the head of the Parks and Recreation Department two weeks ago regarding repainting the directional arrows and parking space lines in the parking lot. She has not heard back from him yet.

The Meeting was adjourned at 8:40 p.m.

Respectfully Submitted,  
Alan Somershoe, Secretary

CE 05/13/16