

BOARD OF TRUSTEES OF THE JEROME PUBLIC LIBRARY
MEETING MINUTES
JUNE 9TH, 2020

The Board of Trustees of the Jerome Public Library met via Zoom for their monthly meeting on June 9, 2020. In attendance were Chair Linda Burton, Vice Chair Trevor Churchman, Sarah Sandridge, Deyanira Escalona Trochez, Chase Rogers and Director Linda Mecham.

The meeting was called to order by Linda Burton at 5:05 p.m.

Approval of minutes – Trevor Churchman made a motion to approve the May 12, 2020 minutes and the as written. Deyanira Escalona Trochez seconded the motion. Motion carried unanimously.

Financial Report –We are three quarters of the through the fiscal year, and we have received \$247798.47 in revenue, which is 54.3 percent of what we anticipate. Because of the closure, the library is generating very little revenue. We are even extending rural library cards to accommodate the closure. This may impact the overall budget and is worth watching as the fiscal year progresses. We are within a comfortable range of expenditures for this time of year. We have spent 61% of the amount budgeted.

May 2020 bills were presented. Trevor Churchman made a motion to approve the May 2020 bills. Sarah Sandridge seconded the motion. Motion carried unanimously.

Director's Report:

- The circulation statistics were presented. Circulation remains low. We are not longer renewing items. Instead we are trying to get items back to the library. Hotspots and digital content circulation remains high. We have had considerable success with our online storytime.
- We continue to offer curbside service and online storytimes in Spanish and English. We are counting video views and will be able to report this to the state in the annual report. We began offering access to the building by appointment only on May 18th when Idaho entered Stage 2 of the Idaho Rebounds protocols. We are working in teams so that if one team should get exposed to the COVID-19 virus, we can reduce hours and have the other team manage the library. We want to avoid having to close down completely again. We have removed all upholstered furniture and moved seating around to account for social distancing. We allow only 10 people in the building at a time for 45 minutes. Then sanitize between visits.

New Business

- We began looking at our long range plan. We reviewed the SWOT analysis starting by the library staff. The library board had some valuable input. That SWOT analysis is attached. The director will take this back to the staff and begin working on some goals and objectives. When this is complete, the director will bring this back to the board for further study.

Adjournment

The meeting was adjourned at 5:56 pm

Preliminary SWOT Analysis

Strengths (Internal)

Hours of operation

Friends of the Library and Volunteers

Resource sharing in place through the LIBRI System, Inc.

Technology services - Public access computers, free Wi-Fi, current MS Office Suite, 3D printer, printing, copying, faxing, hotspots

Online services available – Mango Languages, eAudios, eBooks, website, online catalog, library app

Programming for children and teens – Storytime, STEAM, summer reading program, daycare and preschool programs

Bi-lingual staff

Homebound services in place

Collection development Improved Spanish collection, collection weeding, increased video collection

Well-funded through city budget, donations, and grants

Notary services

Friendly, knowledgeable staff

Well maintained building and grounds

Proactive to the external community

Responsive, adaptive to unanticipated events

Support school curriculum – English dual credit reading lists, summer Spanish hour

Building strong partnerships – Eastern Idaho Credit Union, Military Museum, Jerome County Historical Society, Promised Partnership, CSI Family Literacy Program

Encourage patron suggestions for collection development

Improved library signage

Weaknesses (Internal)

Difficulty reaching the Latino community

Programs not always reaching the target audience with the exception of preschool/toddler programs

Unsuccessful community awareness regarding library services.

Low utilization of homebound services.

Distance from schools, not a bus stop site.

Don't allow food or drinks in the library

Opportunities (External)

Reach the Latino community

- Partner with CSI for GED and ESL

- Offer Conversational English classes

- Promote through radio or outreach – Reach out to Ben Reed

- Invite Latinos in Action

- Facebook in Spanish

- Website in Spanish

Use Text feature of ILS to notify patrons of events

Do more “library without walls” services

- Make it/Take it kits

- Craft kits

- Science kits

- Continue reaching out to the Senior citizen center for programming

- Continue to promote digital content and online language learning

Senior Projects

- Establish afterschool tutoring.

- Start Gaming

Increase Publicity efforts to reach specific audiences.

Threats (External)

Libraries may be seen as becoming obsolete

Busy schedules makes program attendance difficult

Library staff unsure of what the public is interested in

Difficulty communicating with non-library users

Difficulty working with and communicating with schools

Renew

Other forms of entertainment besides reading - Competition

Schools are offering afterschool activities including STEM

YMCA in the schools

Middle School Robotics