



West Fargo Public Library Board of Directors Meeting
Regular Meeting October 19, 2023
5 p.m. via
Zoom

Board Members Present: Liann Hanson, Tony Stukel, Larry Schwartz

Also Present: Library Director Jenna Kahly, Marketing & Communications Specialist Ellen Rossow,

Board Members Absent: Mandy George, Alanna Rerick

I. Call to Order

Hanson called the meeting to order at 5:00 p.m.

II. Order of the Agenda

Schwartz moved, and Stukel seconded to approve the order of the agenda. No opposition. Motion carried.

III. Consent Agenda

Schwartz moved, and Hanson seconded to approve the consent agenda, which included minutes from Sept. 28 and September's financials. No opposition. Motion carried.

IV. Update to Space Needs Assessment Funding Request (Action)

Kahly requested the approval of funding to update the existing space needs assessment from 2019. She explained that the current assessment had been done over four years prior with pre-pandemic needs in mind. With Board approval, her plan would be to contract with the same consultant to refresh and update the existing report to include an up-to-date look at the library's current building and needs as well as long-term planning with the possibility of multiple locations in the future. Both Hanson and Schwartz expressed interest in being a part of the space needs assessment project. After discussion, Hanson made a motion and Schwartz seconded to approve the funding request in the amount of \$9,825 to update the assessment. No opposition. Motion carried.

V. Library Marketing & Communications Specialist Job Description (Action)

Kahly requested approval of an updated job description for the Communications Specialist role. The job description for this role had been under review since late 2020, following the reorganization of the City Communications team to no longer include any coverage of West Fargo Public Library needs. Changes largely included adding media relations duties that the current Communications Specialist was already doing. Schwartz moved and Stukel seconded to approve the Library Marketing & Communications Specialist Job Description. No opposition. Motion carried.

VI. Media Relations Policy (Action)

Kahly requested approval of an updated Media Relations Policy, which had been updated to reflect the changes made to the Library Marketing & Communications Specialist Job Description. Hanson moved and Stukel seconded to approve the Media Relations Policy. No opposition. Motion carried.

VII. Public Posting & Displays Policy (Action)

Kahly requested approval of an updated Public Postings & Displays Policy. Updates to this policy give staff more guidance on what materials should be advertised in the library and adds verbiage about literature like brochures or other flyers members of the community ask to display in the library. After discussion, Hanson moved, and Schwartz seconded to approve the Public Posting and Displays Policy. No opposition. Motion carried.

VIII. Approval of Holiday Leave Policy (Action)

Kahly requested approval of an updated Holiday Leave Policy, which would be added to the City of West Fargo Employee Handbook. Changes were made to reflect the unique nature of the Library's staffing schedule and open hours. Under this policy, the West Fargo Public Library would be closed only on the actual date of any Federal Holiday instead of the Federal Holiday and its observed day. This policy would ensure staff still receive holiday benefits despite this change. Schwartz moved and Hanson seconded to approve the Holiday Leave Policy. No opposition. Motion carried.

IX. Public Comment Policy (Action)

Kahly requested approval of a Public Comment at Library Board Meeting Policy. Under this new policy, the Library Board agenda would include a standing agenda item for Public Comment. Members of the public would sign up to participate online. Schwartz moved and Hanson seconded to approve the Public Comment Policy. No opposition. Motion carried.

X. Dec. 4 Closure for Staff Training & Maintenance Projects (Action)

Kahly requested approval to close on Dec. 4, 2023 to allow staff to complete several projects that cannot be completed during open hours. The day would also include staff training and onboarding for new staff. Schwartz seconded and Stukel seconded to approve the Dec. 4 closure for staff training & maintenance projects. No opposition. Motion carried.

XI. Quarter 3 Programming & Reach Report

Rosow shared a number of highlights from the library's third-quarter programs, outreach opportunities, and communications activities. Some highlights of the report included:

- With nearly 23,000 visitors, the library had a higher door count through September than the last three years.
- 745 people signed up for library cards in quarter three, bringing the year total to 2142 signups.
- With 15,103 participants in library programs through September, 2023 had the highest participation rate of the last five years, beating pre-pandemic numbers.
- Youth programs continue to be the highest attended programs, especially storytimes.
- Only 27% of visitors to the West Fargo Public Library are there to attend a program, which means 72% of visitors are using traditional library services, like checking out books, using computers and printers, studying, etc.

XII. Director's Report

Kahly provided a Director's Report with highlights from the library in September 2023 and plans for the future, including:

- Plans to move staff spaces around to help improve workflows
- Plans for carpet and upholstery cleaning
- a need for further discussions about the Library's lease agreement, which auto-renewed in August
- interviews for full-time Library Assistant positions had started
- circulation stats continued to rise through September
- September saw the highest public usage for meeting rooms
- Book drops usage was high in September
- Two more daycares were added to the delivery route, which brings the total to seven "book buddies" daycares.
- the Friends of the Library raised over \$2800 at their October book sale and they plan to host another in April 2024.

XIII. Adjourn

- Schwartz moved to adjourn. Stukel seconded. No opposition. Motion carried at 5:40 p.m.