

DRAFT
Bloomfield Public Library
Board of Trustees
Conference Remote Meeting
January 12, 2021

Attendance: Elizabeth Lane (*Library Director*), Ava Biffer (*Chairperson*), Leah Farrell (*Vice-Chairperson*), Todd Cooper, Ann Leavitt, Beverlee Merritt, Maxine Ursery, Penny Pearson (*Friends of the Library Representative*), Christopher Siloac (*Library Staff*)

Absent: None

Quorum present? Yes, 6 of 6

A. Biffer called the meeting to order at 5:32 p.m.

Roll Call – A. Biffer performed roll call and noted the absence of T. Cooper. T. Cooper joined the meeting at 6:09 p.m.

Report from the Friends of the Bloomfield Public Libraries

Black History Month – As part of the library’s extensive programming for Black History Month, the Friends are excited to be funding an anti-racist discussion series for teens and adults.

Chairperson’s Report

Holiday Gathering – The holiday gathering with library staff and board members was lovely. A. Biffer thanked L. Farrell for putting together the video of the library board thanking the staff.

Library Board Webpage – A photograph for each board member is now on the library board’s webpage.

Director Evaluation Form – A. Biffer asked the board to look over the pilot director evaluation form she sent out and note any suggestions for improvement.

Director’s Report

Holiday Gathering – E. Lane thanked the library board for the holiday gathering, which was enjoyed by the staff.

New Logo – The library unveiled a new logo in January 1. The feedback so far has been positive.

Library Survey – The library survey has been approved and will be distributed digitally and physically, including through the mail. E. Lane reviewed the digital survey with the board. The survey features a mix of open-ended and checkbox-style questions. Survey participants can win a Stop and Shop gift card or an iPad Mini (funded by the Friends). Students at the schools will also be partaking in the survey.

E-Newsletter Sign-up – People can now register for the new e-newsletter on the library’s homepage. The newsletter and homepage will both be used to promote the library survey.

Annual Report – The library’s annual report to the town has been submitted and will be included in the calendar.

Board Webpage – Updates to the library board’s webpage are complete, including mention of YouTube link for meetings.

Everybody Learns Grant – All of the Everybody Learns Grant money has been spent. Once everything is received, the library will work on a narrative for promotional purposes. The narrative will focus on how the library is now better able to serve the public during Covid-19, through the purchase of air purifiers, outdoor tables, and hotspots.

Public Works – Glen Garrity has been hired back as the operations manager in facilities. Glen knows the building and HVAC system well and is working with Stafford Mechanical to improve the system.

December Statistics – December stats were strong in nearly every category, including programming attendance, curbside transactions, appointments, and the library's highest ever monthly digital downloads (1,560).

Third Location – The library's third location has been officially named BPL Online. As part of the new branding, a new Hulu-like landing page with easy content access is being developed. It is an ongoing priority to have the staff promote digital resources.

New E-Newsletter – E. Lane previewed the library's new weekly e-newsletter, which will go live in January. Sections of the newsletter include a staff highlight, service spotlight, chronological programs list, and featured online resources. L. Farrell pointed out the strength of Constant Contact's statistics and how they can help guide future marketing. The newsletter will reach a much larger population than the previous email lists. E. Lane asked the board to try and get a sense of what people think of the newsletter in the weeks ahead.

Town Positions – Recent public works hires are helping strengthen the department. No finance director is forthcoming, leading to an increase in the department's workload. The town council is looking for a search firm to help hire a new town manager. The finance director position will likely remain open until a new town manager is in place.

State Annual Report and Programming – The state report for all public libraries has been released, and BPL placed 23rd in programming for the entire state, which is proof of how effectively the library has adapted to the virtual environment. Virtual programming will remain a part of library services post-Covid. 8,500 people have attended virtual programs since the pandemic began.

Library Budget – E. Lane submitted the library's 2022 proposed budget to the town. This is the beginning of the budget process, so E. Lane will keep the board notified as things move forward. Based on the town's current financial situation, the hope is that there won't be significant cuts for 2022.

Expansion of Services – Starting February 6th, both libraries will be open on Saturdays from 11-3. Regular Saturday hours are a response to the success of pop-up Saturday hours.

Greeter Position – Prosser now has a greeter at the entrance, which helps staff coordinate services and makes for a better patron experience.

Black History Month – The library is doing a lot of programming around Black History Month, including a discussion series focused on "How to Be an Anti-Racist," which was an idea that emerged from the library's partnership with the board of education. Promotion for these programs will focus on encouraging people who come to one type of library program to attend others.

McMahon Wintonbury – Services at McMahon Wintonbury continue to increase. On Monday alone, there were 16 appointments, which include PC use, faxing, and browsing. New shelving has been installed in the youth department, allowing for a more open feel.

Old Business

Building Wish List and Space Planning – E. Lane has yet to receive feedback from all board members on a building wish list. L. Farrell showed the board the spreadsheet being used by the space planning

subcommittee, which breaks space ideas into three categories: Critical/Essential/21st Century Library. The board reviewed the list and discussed additions. Leah will share the spreadsheet again with the board and allow editing. The architects will use this information when drafting a building design.

Mission Statement – A. Biffer reviewed mission statements from other libraries and drafted a statement that adhered to the American Library Association’s best-practices, which includes a maximum of three sentences and avoidance of jargon. The board reviewed the proposed mission statement and made minor changes. **MOTION by M. Ursery to adopt the new mission statement;** seconded by B. Merritt and passed unanimously. The resulting mission statement reads as follows:

“Bloomfield Public Library (BPL) aims to provide all members of our diverse community with access to comprehensive services, expansive print and electronic resources, technology, and expert assistance from a caring and responsive staff. By breaking down barriers to access and opening doors to opportunity, building community, and encouraging lifelong learning, BPL works to improve the quality of life for all of our residents and strives to be the heart of our town.”

New Business – There was no new business to discuss.

Public Comments – There were no public comments.

MOTION by A. Leavitt to accept the minutes of the December 8, 2020 meeting as corrected; seconded by L. Farrell and approved unanimously.

MOTION by B. Merritt to adjourn meeting at 6:23 PM; seconded by T. Cooper and passed unanimously.

Respectfully submitted,

Christopher Siloac,
Technology & Administrative Coordinator