

BOARD OF LIBRARY TRUSTEES MEETING

April 30, 2020 – 12:00 p.m.

Video Conference Call

Minutes

Board Members Present

Brett Crawford, President
Samuel Epps, IV, Vice President
Dr. Arthuree Wright
Dr. Hiram Larew
Sylvia Bolivar
Toni A. Smith
Angela D. Smith

Prince George's County Memorial Library Attendees

Roberta Phillips, Chief Executive Officer
Michael Gannon, Chief Operating Officer of Support Services
Michelle Hamiel, Chief Operating Office of Public Services
Nicholas Brown, Chief Operating Office of Communication & Outreach
Dereje Salehudres, Director of Finance
Aishar Pinnock, Director of Talent & Culture
Shelley O'Brien, Director of Development & Donor Engagement
Carla Moore, Director of Information Technology
Blane Halliday, Director for Collection Strategies
Steve Fitzgerald, Digital Services Manager
Jessica Freeman, Executive Assistant

Absent:

Welcome and Call to Order by President Brett Crawford: 12:13 PM

- Dr. Larew moved to approve the minutes from the April 9, 2020 Board of Trustees meeting with revisions as requested. Ms. Smith seconded the motion. Upon a vote the revised minutes were unanimously approved.
- Mr. Crawford welcomed the newest Board Member, Angela Smith. Mr. Crawford also indicated that unfortunately, due to a provision in the State constitution, since Ms. Smith has not been sworn in, she will not be able to vote. Ms. Angela Smith expressed her excitement to be a member of the Board.

• **Board of Trustees Committee Reports**

Budget & Planning Committee – Brett Crawford, Chair

The committee has not met since the last meeting of the Board. A workshop is in the planning stages to engage the Board with the strategic plan and strategic planning committee members as well as the draft of the strategic plan.

Community Engagement Committee – Dr. Hiram Larew, Member

The Committee has not met but Dr. Larew wishes to convene again shortly with the CEO and COO for Communication and Outreach. Mr. Crawford indicated that Ms. Angela Smith will be shadowing all of the committees for the time being in order to give her an introduction to them so that she can pick a committee to join.

Personnel & Committee – Mr. Brett Crawford

Mr. Crawford reported that Mr. Epps, due to work commitments, has requested to step down as the chair of the Personnel and Governance Committee. Ms. Toni Smith will be chairing the committee.

The Board will be scheduling an executive session in May to finalize the CEO's annual review.

- **New Business: Customer Behavior and Resource Usage – Information Only/Discussion**

CEO Phillips expressed appreciation to both Digital Services and Business Analytics Manager for all of their work putting out content and tracking usage during the closure.

Mr. Brown, COO for Communication & Outreach provided customer usage data during the closure. Between 25% and 35% of virtual programs are PGCMLS conceived and produced weekly, which is about at capacity considering the production work needed to run the programs live. Teen and gaming programming is on the radar to amp up programming in the coming weeks. In general, evening programs for adults tend to have the highest views, ranging 250 – 500 attendees, but craft and STEM programming have also been popular. Branch staff that create programs normally are now also producing programs. This will then allow for a catalog of content to be developed and broadcasts can be scheduled. The usage being tracked is only the Library produced content and not the third party programs as the Library does not have the capacity to track content produced outside of the Library.

Mr. Crawford requested reformatting for the Virtual Program Attendance: Detailed bar graph that was shared.

There are plans to expand career programming and author events. As re-opening plans are discussed and made, the Library is aware that it will have to continue to focus on virtual programming, in addition to live programs in the branches even once it is safe to resume live programs.

Business Analytics Manager, Colin Khem, reported that virtual card holders have dramatically increased since the Library's physical locations have closed. Wi-Fi usage peaked at the beginning of the closure and has dropped over time, likely due to the stay at home order. But in mi-April the school system cross promoted the Library's Wi-Fi so there was also a spike then. Roughly 75% of electronic resource usage has been OverDrive. Mr. Crawford inquired if there has been further partnerships built with the school system to share resources or if the school system would need to utilize the Library's virtual resources more heavily during school and Library closures. Digital Services Manager, Steve Fitzgerald, indicated that there is a demo scheduled for a host of library resources with primarily school media specialists but also interested teachers. The Digital Services team has been providing single resource demos for the school system weekly.

Business Analytics Manager, Colin Khem, also provided the customer cluster movement. The data shows that due to customers not being able to check out physical materials and really only having access to digital resources, the clusters of customers are changing. It was requested that the Board received updated cluster descriptions.

- **New Business: Closure Update – Information Only/Discussion**

Mrs. Phillips reported that she has taken part in national and local library meetings that focus on reopening plans. Many if not all systems are planning to open in a phased approach, including PGCMLS. Curbside/drive thru pick up of materials is being discussed for the first phase but PGCMLS is also considering computer usage and how to incorporate that into the first phase of reopening. Meeting room usage and live programs will not resume until sometime after the summer. The Library is also working to obtain necessary PPE to keep staff safe when it is time to return to the buildings. Staff and customers, when they are allowed entry into the buildings, will be required to wear masks and have their temperatures checked upon entering the building at the beginning of their workday. Not all of the branches will be opened in the first phase of reopening; specifically some of the small branches will not open due to their lack of square footage to accommodate proper social distancing. South Bowie and Laurel Branches will be providing drive-thru pick up service. The Library just learned that it's mobile app will be able to be upgraded to allow customers to check out their materials in the branch with the app instead of at the circulation desk or self-checkout at the desk. The Executive Team will be working on a reopening plan that will be shared with the Board. CEO Phillips thanked the Board for not pressuring the Library to reopen and noted that the County has not pressured organizations to reopen.

In preparation for a surge, the County is increasing testing and hiring a firm to address contact tracing. Laurel Regional Hospital is providing about 140 beds should a surge in COVID-19 hospitalizations arise. Meals are being distributed for school aged children, seniors, and home bound. Employ Prince George's is giving out gift cards for part-time and hourly unemployed. Ms. Bolivar requested continued updates on the surge preparations for the County.

Dr. Larew queried about how the call to staff to return to work remotely has been going. Mrs. Phillips indicated that 86 laptops have been provided to staff for remote working. Virtual meetings are being conducted. Staff development plans are being worked on by Human Resources. Work orders are being worked on by Central Maintenance staff members individually in branches while they are closed. Staff restrooms are being demolished currently and renovated. The COO for Public Service is working to have Librarians provide reference call help for customers by taking calls at home.

Dr. Larew asked about the Library's revenue streams in the near future and if they will be able to be brought back in the near future. Mrs. Phillips provided that meeting rooms and passport services, which are the Library's main revenue streams will not be able to be brought back into play until later phases in the reopening plan. As of July 1st, the Library is still eliminating fines so this will also be another lost revenue source. However, the County does not appear to be too interested in major reductions to the budget. There is a lot of talk at the State level to include Libraries in relief efforts. If Library's are a part of the relief effort following the pandemic, they will need federal and state resources. COO Nicholas Brown implored advocacy to have the state senators

support the letter to support emergency funding to libraries. It will be necessary following reopening. Ms. O'Brien expects proposal requirements that will be needed to apply for state level grant funding for Libraries, any day.

- **New Business: Online Library Questionnaire and Strategic Framework Survey – Information Only/Discussion**

The Business Analytics Manager reported that there were roughly 1500 responses to the questionnaire and there was good representation throughout the County.

The COO for Communication and Engagement reported that although similar marketing was provided for both of the surveys, the Strategic Framework Survey received far less participation with only 15 responses. Mr. Crawford thanked the team for their efforts in posting both questionnaires. CEO Phillips also relayed that another survey has recently been published to discern concrete services that the community may need. The COO for Public Services is working with the County's Social Services Department to try to get social work assistance in the branches for customers that need it following the reopening.

- **New Business: Foundation Update – Information Only/Discussion**

Ms. O'Brien invited the Board to attend the May 1st Jubilee virtual fundraiser. So far roughly \$6,000 has been raised. Tuesday, May 5th the PGCMLS Foundation will be participating in the second Giving Tuesday of the year. In the coming week the Library's partnership with the Washington Nationals will be announced. The Nationals will be providing virtual content and will be participating with the Summer @ Your Library program. The Foundation will be selling bricks to support the Hyattsville Branch shortly.

Dr. Larew inquired as to specific items that the Foundation's funds have been used to provide for the Library. Ms. O'Brien indicated that prior to the closure, those branches that did not have a Friends group in place, requested supplies for programs and received those items through the Foundation. Family Game Night and Black History Month giveaways were provided in some cases.

Dr. Wright inquired if the Foundation has a matching donor. Ms. O'Brien indicated that she has interest in such a donor and that she has plans to work on obtaining one this summer.

- **Requests to Address the Board**

Sarah Garifo, Librarian III – Spauldings Branch

Ms. Garifo wrote in and asked when the Library does reopen, will the Library staff be considered essential workers? This will allow staff to access childcare resources that many will need in order to return to work. Mrs. Phillips indicated that she would look into this and report back to staff.

- **Closing statements:** Ms. Phillips thanked the Library's leadership for their leadership during the closure.
- Dr. Larew moved to schedule a meeting to finalize the CEO's annual evaluation to be scheduled within the next three weeks. Ms. Smith seconded the motion. The motion was unanimously approved.
- Dr. Larew made a motion to close the meeting, which was seconded by Dr. Wright. The Board unanimously voted to close the meeting.
- **Adjourn:** 1:44 PM

