

**James E. Nichols Memorial Library
Board of Trustees Meeting**

~~-Approved 4/6/2020-~~

March 30, 2020

Minutes

Call to Order: Meeting called to order at 10:01am via Zoom.us. Present (electronically): Chairperson Annette Nichols, Treasurer Sarah Heath, Gayle Lacasse, Bette Miller, Shannon Whalen (at 10:19am), Susan Gurney (Alternate), Karen Ponton (Alternate-voting for S. Whalen until 10:19am); Librarian Jon Kinnaman. Due to the COVID-19 situation, Chairperson Nichols declared the meeting to be an emergency and that the meeting would be held electronically. Public Meeting notice contains the Zoom.us login information and has been posted on the Library Town webpage and Library website, and at the Post Office.

- I. **Review/Approval of Minutes:** Motion by K. Ponton, seconded by G. Lacasse that: The Minutes of March 23, 2020 be approved with the correction to Item G., paragraph 5: "G. Lacasse was asked to be available to help staff with filing for unemployment and related matters". Passed unanimously.

II. **Ongoing Business**

A. **Library Closure:** In keeping with the Governor's order, the Nichols Library remains closed, at least until May 4th.

B. **Staff Furlough:** A. Nichols reported that the Library Assistant has been notified via phone call and letter.

C. **Librarian's Report:** J. Kinnaman presented his Report for the past week (see attached). Most of the Board's discussion was spent discussing matters and issues raised by the Report, including:

1. **Library Phone Service:** The Board reviewed information about the current plan, which is the Consolidated Communications Basic Plan for \$25.13/month with a per call charge averaging about \$25.00 and no additional options. S. Heath reported that the phone bill averages about \$100/month for two (2) lines (phone and FAX) with taxes. The Expansion Pak II Plan includes unlimited calling, voicemail, call forwarding, and other options for \$42.00/month. J. Kinnaman reported that the Expansion Pak II would best suit the Library, especially at this time, and that it could be up and running in 24 hours. He added that patrons use the FAX machine very often. Motion by S. Heath, seconded by K. Ponton that: The Library change from the Basic Plan to the Expansion Pak II plan. Passed unanimously. A. Nichols suggested that Consolidated program the voicemail to answer after the first ring for the time being, since the answering machine cannot be turned off remotely. She also suggested that calls forwarded from the Library be given a distinctive ring.

2. **Passwords:** As chairperson, A. Nichols has a list of passwords and PINs for all of the Library's accounts. The Librarian and Library Assistant also have this information.

3. **NHAIS ListServ:** J. Kinnaman reported that he will participate in the next video conference of library directors on April 2nd at 10:00am. A. Nichols recommended that all Trustees have access to the NHAIS listserv to review services other libraries are offering during the COVID-19 situation. G. Lacasse was referred to the New Hampshire Library Trustees Association website NHLTA.org as a very helpful and valuable resource. S. Heath will check on how soon G. Lacasse can be added to the NHLTA membership list.

4. **Electronic Library Services for Patrons:** J. Kinnaman continues to explore ways of offering Library services online. The Nichols Book Chat Cafe plans to meet virtually on April 2 at 3:00pm, and a video discussion with local author Carl Hansen is scheduled for April 7th at 3:00pm. Consensus was to use the free version of Zoom.us for the time being, and re-evaluate as needed. It was noted that A.

Nichols is using her own subscription to Zoom.us Pro for the Trustees' electronic meetings. She briefly addressed some of the privacy concerns raised by "zoom-bombing" and hackers. She strongly encouraged the Trustees to turn off Zoom.us after their meetings or, better yet, shut down their computers completely and restart. S. Gurney asked how many patrons have contacted the Library since it was closed. J. Kinnaman reported that there were only a couple: he received an email from a patron asking for instructions on how to download materials and spoke with another who frequently borrows DVDs about Hoopla versus Kanopy.

5. Remote Access to Library Computer: G. Lacasse questioned when the Librarian would be allowed back in the building. B. Miller wondered who is monitoring the basement for water, especially given the recent heavy rain. S. Heath noted there are alarms in the basement that detect water. J. Kinnaman was asked to contact Crane Cleaning to find out whether the building is still being cleaned; if so, to have them hold off on any further cleaning until the Library reopens. J. Kinnaman said he would need children's books from the Library to hold storytimes online. It was suggested he try downloading children's books. Due to the serious nature of the COVID-19 situation and with profound concern for the health and safety of the staff, patrons and the community, the Trustees reiterated that no one is allowed back into the Library until this situation resolves. J. Kinnaman requested permission to contact Steve Jussiff about enabling remote access for the Library computer. S. Jussiff estimated this would take about half an hour and cost between \$41.00 to \$82.00. Motion by B. Miller, seconded by S. Heath: To have S. Jussiff enable remote access to the Library computer. Passed unanimously.

6. Survey of Library Users/Patrons 2015-2020 (see attached): The Trustees reviewed the statistics that J. Kinnaman had compiled of "core users," i.e. individuals who used the Library at least twice a month, and casual users, i.e. those who used the Library less than once a month, during November through February over the past five (5) years. Not surprisingly, the trend seems to be that print book usage is declining among our patrons while their use of downloadable ebooks is increasing. Also, only about 5% of Center Harbor's population use the Library. The statistics very clearly "...underscore the need to step up ...our community outreach and engagement." (See also *Item III. New Business/Patron Input* below).

7. Librarian's Employment Status: Consensus was for the Librarian to work full-time this week. S. Heath suggested that consideration be given to having the Librarian work the equivalent of two (2) days per week in the future, with vacation time or accrued sick time used to make up the balance. K. Ponton noted that unemployment compensation may be available to employees whose hours have been reduced. Further discussion postponed to next meeting.

8. RBdigital: The Trustees briefly discussed adding RBdigital to the online services the Library currently offers in time for the upcoming registration deadline of April 1st. This would mean a one-time charge of \$187.50; then it is "pay as you go." S. Heath and S. Whalen were hesitant about adding the service at this time; G. Lacasse wanted to make more online services available, especially since people are shuttering inside. A. Nichols suggested we ask the community what services they would like the Library to offer. J. Kinnaman offered to send out a questionnaire via SurveyMonkey.com. He will also investigate the free trial being offered by Kanopy.com, which streams only movies.

III. New Business/Patron Input: Throughout the meeting, the Trustees brainstormed ideas to better engage and serve our Library patrons in this challenging time. Some of these ideas were:

- How might we reach out to our patrons (and the public), instead of waiting for them to contact the Library? J. Kinnaman is using the WordPress blog, Facebook and press releases to the *Granite State News*, the *Meredith News* and the *Laconia Daily Sun* to publicize Library updates and information.
- G. Lacasse offered to write short book reviews for J. Kinnaman to post. He requested these reviews be short (one paragraph). Patrons could also be asked what they are reading and invited to pen short reviews.
- Offer a Zoom.us workshop(s) to teach our patrons and others how to access Hoopla and

Overdrive. Advertise the workshop(s) this week. G. Lacasse and J. Kinnaman will test run a Zoom.us session tomorrow. A. Nichols asked that they let her know how it goes.

- Invite patrons to meet with the Librarian by appointment on Zoom.us for help.
- Consider having the Librarian available by Zoom.us for a couple of set times each week.
- Offer storytimes as YouTube videos or using Zoom.us.
- Investigate how to register people for Library cards online, perhaps using a widget.
- In keeping with our mission, invite residents of neighboring towns and visitors to the community to use the services of our Library. Add this message to all press releases and post online. B. Miller asked how many Moultonborough residents are patrons; J. Kinnaman will pursue.

IV. Other Business: S. Heath will renew the *Library Journal Book Review* subscription. The Trustees directed that J. Kinnaman continue to hold off on book purchases. He is saving books under consideration for purchase in the online shopping carts. Other than a delivery being held for the Library at the Town Hall, no further deliveries of books, other materials or supplies are expected.

The Library Trustees will continue to meet electronically, as needed, via Zoom.us for the next few Mondays at 10:00am. The public is welcome to participate via Zoom.us.

Adjournment: Motion by S. Whalen, seconded by S. Heath to adjourn at 11:27am. Passed unanimously.

Respectfully submitted,
Karen Ponton, Secretary pro-tempore

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Librarian's Report, 3/23-3/28

Compiled five-year survey of patron use (attached)

Took part in video conference with 23 NH librarians (reported on ia email)

Posted external sources for free reading materials on website.

Researched phone plans for remote messaging and call forwarding (email to board).

Researched streaming video options (email to board).

Researched Zoom paid plans. The Pro Plan costs \$14.99/month, allows 100 participants, raises time limit to 24 hours & interfaces with skype. Other plans are for larger entities.

Practiced launching Zoom meetings at home.

Tracking NH Librarian discussions on NHAIS ListServ related to programming, online resources, pandemic info and other matters. 75-100 posts daily.

Coming up Next week

Preparing draft press release for local press

Video conference with NH Library directors, 10am on 4/2

Video meet-up with local author Carl Hansen, 3pm on 4/2
(free availability of his book Destiny posted on website. Thx, KP)

Video Book Cafe, general discussion, Thursday at noon.

Continue to monitor Listserv

Tasks tba from Trustees.

Following is a five year survey of unique library users from spring 2015 to Winter 2020. Users were tracked over three 4-month periods, rather than quarters. The November through February period is the time most seasonal residents have departed. It most closely represents our year-round residential user base. July through October are the peak months for seasonal visitors. March through June is a mixed period marked by the progressive return of residents who spend the winter away.

Use of our hard copy collection was further subdivided by core users (people who use the library at least twice a month) and casual users (those who use the library less than once a month over each season). Between 2015 and 2020, users who borrowed at least once a month or more made up only a third of all users. Two thirds used the library less than once a month.

	Spr 15- Wntr 16	Spr 16- Wntr 17	Spr 17- Wntr 18	Spr 18- Wntr 19	Spr 19- Wntr 20	Average
Core users	69	69	48	47	47	56
Casual use	167	197	165	155	155	168
Total	237	266	213	213	213	228
Overdrive	57	50	55	56	66	57
Hoopla						23

The first thing that jumps out is that a third our user base accounts for the bulk of our use. What does this mean in terms of actual circulation? In 2019, the core user group borrowed 4,897 items, averaging 34 loans a year, or a little short of 3 items per month. Casual users borrowed 1,228 items, averaging 6 items per year, or roughly one use every other month.

Seasonal fluctuations are about as expected, although perhaps not as dramatic as in years past. We see a third to 50% more users during the months between July and October than during the winter. Use in March-June falls in between, as seasonal residents begin to filter back into the area. Those users who are active between November and February are our residential core. As noted in the librarians report last month we seen a fall in births and an increase in deaths over the last two years. Not accounted for in the statistics are patrons who have sold properties and moved to be with family or in assisted living facilities.

Looking to our digital collections, the NH/Overdrive downloadable books consortium has on average 57 patrons a year. That is 5% of the town's population, but is 25% of those citizens who use the library. That latter number is about equal to our core members group. Last year, they downloaded 1883 items. Hoopla had 23 users in its first year, which is only 2% of the town's population, but is about 10% library users, which is not necessarily bad for a new program, especially one that had a cap on use.

The inescapable conclusion is that all the materials we provide, in all formats, are used by a minority of town's citizens. The five year average of library users is just a hair over 25% of the town's population; our core group is a little more than 5%. The other 75%, for whatever reason, self-selects to not visit the library. This group, while not making use of the library, is not necessarily ill-inclined toward it. Among them are town employees, officers, and board members who are otherwise supportive of our mission and budget needs.

Nevertheless, these numbers underscore the need to step up the tempo of our community outreach and engagement. Our author talk with Dave Connor brought in several people who do not regularly use the library, although it had not resulted in return visits before the closing. Our online outreach has brought three new families to our Friday storytimes. It will be important to stay in touch with these new users, along with the rest of our user community during the period of isolation so that interest in the library carries over to when we can re-open.

Survey of Library Use, 2015-2020

Hard copy use	Mar-Jun19 SB Return	Jul-Oct Peak Use	Nov19-Feb20 Winter	Average
1 x month or mroe	46	60	35	47
less than 1 x month	148	236	82	155
Total	194	296	157	213

	Mar-Jun18 SB Return	Jul-Oct Peak Use	Nov18-Feb19 Winter	Average
1 x month or mroe	45	64	36	48
less than 1 x month	158	213	124	165
Total	203	277	160	213

	Mar-Jun17 SB Return	Jul-Oct Peak Use	Nov17-Feb18 Winter	Average
1 x month or mroe	60	79	42	60
less than 1 x month	151	230	112	164
Total	211	300	154	221

	Mar-Jun16	Jul-Oct	Nov16-Feb17	Average
1 x month or mroe	69	85	53	69
less than 1 x month	162	218	212	197
Total	232	303	265	266

	Mar-Jun15	Jul-Oct	Nov16-Feb16	Average
1 x month or mroe	69	92	46	69
less than 1 x month	162	223	118	167
Total	232	315	164	237