



Minutes of the Volusia County Library Advisory Board Meeting

Friday, May 20, 2022

Ormond Beach Regional Library

30 S. Beach St.

Ormond Beach, FL 32174

(386)-676-4191

Attending Members:

Marjorie Johnson, District 2
Rev. Donald Needham, District 3
Patsy Frankly, District 4
Thomas Hart, At Large

Non-Attending Members:

Louise Caccamise, District 1
Christy Jefferson, District 5
Debra Grabowski, At Large

Staff:

Lucinda Colee, Library Director
Sharon Whitt, Recorder

CALL TO ORDER:

With Quorum of 4 Board members present Thomas called meeting to order at 10:04am

MINUTES OF THE PREVIOUS MEETING:

Don moved adoption as printed.
Marjorie seconded.
All were in favor
Minutes were approved.

DIRECTOR'S REPORT:

ARPA Grant Updates:

-Social Worker Program County Grant: Will take place under the direction of the Community Assistance Division to put 2 social workers in public libraries.

There were 20 applicants and 7 interviews. Jorge Perez, Daytona Beach Assistant Regional Librarian is on the selection committee for the library.

Illustrative duties of the social worker will include assisting with SNAP benefits, referrals of patrons to agencies, and assisting with maintaining the new Volusia Cares database.

-STEM Mobile Technology Van, Institute of Museum and Library Sciences (IMLS) Grant:

Lead by Ann Collins, West Regional Librarian. The [Mobile Technology Van \(see illustration 3\)](#) makes visits to schools and after-school programs. Some of the technology currently in use are Osmo math and geometry skills. The VAN will also visit summer camps and include coding technology in some of the programs.

More than 200 students have already participated in the program. The Van is fully booked until the end of the school year.

-Recipes and Reads, Culinary Literacy Programs provided by State Grant: Lead by Melissa Reynolds, Northeast Regional Librarian. Since March 2022, a total of 657 participants have attended a wide range of programs with food safety, kitchen basics, food acquisition, healthy snacks, S.T.R.E.A.M of Food, and informative discussions about Nutrition labels.

[\(See illustration 4 of program and Charlie Cart\)](#)

-ECF Grant-FCC Update:

The library has applied for year two of the Emergency Connectivity Grant to receive funding in the amount of \$385,290.00 for monthly service of 1000 HotSpots.

Volusia County Summer Camp Partnership: Reading Rocks

In partnership with The Early Learning Coalition and Volusia County summer camps, the program includes the Reading Rocks campaign providing books to keep students reading throughout the summer to avoid the gap between an inactivity of reading during the summer months.

Books will be available to 13 Volusia County summer camps.

Library Use Statistics:

[See Illustration 7, Graph 1](#) shows an activity of circulation comparisons during May 2021 to April 2022 an increase of in-branch circulation.

[See Illustration 8, Graph 2](#) shows an average of customers by week with branch circulation vs. digital circulation indicating an almost equal graph of both activities.

Digital circulation includes the following resources: Hoopla; Overdrive; Freegal; Freading; and some Newspaper and Magazine databases.

DIRECTOR'S REPORT continued:

[See Illustration, 9 Visitors and Curbside Pickup](#) shows library visitors and visitors who use curbside pickup service. Both categories have an increase in visitors from January 2022 to April 2022 with Daytona, Ormond, and Port Orange locations having the most library visitors and Deland, Ormond, and Port Orange having the most library visitors using curbside pickup.

Lucinda will provide statistics of what services library visitors are using per Don's request.

[See Illustration 10, Integrated Marketing Campaign \(DLT\)](#) -This campaign was conducted in the Deltona area which generated a total of 3254 inactive members reengaged back to the Deltona library. A total of 887 new member accounts were open to non-library cardholders. There also was a total of 11,000 household reengagement system wide.

See Illustrations 11-17 -Integrated Marketing Campaigns used:

-A series of three different postcards with QR codes were sent biweekly to non-library cardholders.

-Three emails were sent to inactive cardholder households that have emails on file on their cards.

-Mobile ads to social media users using Twitter, Facebook, LinkedIn, etc.

The library holds a master agreement with OrangeBoy, Inc. spending \$20,000 annually for a wide range of marketing and data statistics.

The next integrated marketing campaign will be conducted in the Hope Place area to help make householders in that area become familiar with the Hope Place Library. The campaign will consist of a series of postcards and emails sent to area households.

Capital Improvement Plan – Update:

Edgewater Roof – still waiting on supplies

Deltona Floor covering/painting – The council approved \$94,000 for floor covering in the children's area, teen area, and the Lyonia Environmental Center classroom. Renovation will also include repair of some walls due to leaking windows, and painting most of the building.

[Deltona Outdoor Discovery area \(See Illustrations 18-19\)](#) – An approximate budget of \$50,000 has been allocated for this project with fenced in access through the children's area.

[Deltona Moveable Wall \(See Illustration 20\)](#) – An approximate budget of \$7000 has been allocated for installation of a moveable wall that can be adjusted as needed to expand the programming area for children's services.

Hope Place Playground will have a fence installed due to some damage and vandalizing issues.

New Smyrna Beach – Stucco replacement – The design has been completed and the library is currently planning to go to bid with a \$500,000 budget.

How To Festival – Saturday, May 14, 2022:

Year five of this program included 6 Regional Libraries with 50 programs of staff, professionals, hobbyists, and local businesses educating over 3,000 participants on how to subjects of brewing beer, playing the ukulele, paper bag kits, cake decorating, legal living wills, making caricatures, and many more.

Budget Update:

The library has presented the recommended budget at the rollback rate. Library board members will have the opportunity to hear and make recommendations regarding the budget at the July 2022 meeting.

OLD BUSINESS:

Student Library Cards Update: are currently on hold due to a change in school board administration and until Kris Smith, Volusia Schools Media Center & Materials Specialist has had an opportunity to review the service to the new elected superintendent.

Fines Update: The library is moving forward permanently without charging library fines to public.

Career Online High School Program Update: Currently 17 students on scholarship.

Board member Thomas Hart attended the first graduation of student, Jennifer Goines Warner, who has already enrolled in Daytona State College, with a major in medical technology.

Council member Robbins attended and presented a proclamation.

Mr. Hart mentioned that Jennifer will be a tremendous speaker for the Career Online High School Program.

Volusia Reads Together – Shoeless Joe – 2022: Very successful and looking forward to next years community read with possible space theme.

NEW BUSINESS:

Marjorie mentioned there will be 3 new candidates for new District 2 representative

PUBLIC PARTICIPATION:

Heide Heller, a Holly Hill citizen spoke to thank the board for representing the library at the last county council meeting, for allowing public participation during library board meetings, and to thank Brook White, Library Collection Development Manager, for responding to a discussion regarding concerns she mentioned at a previous library board meeting regarding an adult video she checked out that has some scenes of pornography. She was thankful that Brook explained how parents can put a block on certain films to protect their children from seeing adult content.

BOARD DISCUSSION:

Marjorie would like to know when a scheduled library board meeting will be at the John H Dickerson Library on Keech St.

Lucinda explained that FY 2022 dates are set, but will make sure the location will be on the schedule for FY 2023.

ADJOURNMENT:

Thomas adjourned meeting at 11:04am

Next meeting scheduled: Friday, July 15, 2022 at 10:00am.

Location: Deltona Regional Library, 2150 Eustace Ave., Deltona, FL. 32725

Respectfully Submitted,

Sharon Whitt