



Minutes of the Volusia County Library Advisory Board Meeting

**Friday, September 16, 2022
New Smyrna Beach Regional Library
1001 S. Dixie Freeway
New Smyrna Beach, FL 32168
(386)-424-2910**

Attending Members:

Louise Caccamise, District 1
Patsy Franklin, District 4
Christy Jefferson, District 5
Thomas Hart, At Large

Non-Attending Members:

Marjorie Johnson, District 2
Rev. Donald Needham, District 3
Debra Grabowski, At Large

Staff:

Lucinda Colee, Library Director
Sharon Whitt, Recorder

CALL TO ORDER:

Thomas called meeting to order at 10:04am

MINUTES OF THE PREVIOUS MEETING:

Christy motioned to approve minutes
Patsy seconded.
All in favor

DIRECTOR'S REPORT:

Budget Update:

County Council had the first budget hearing on Tuesday, September 13, 2022 at 6:00pm
The library fund was presented at full roll back.

There was one attending public speaker that spoke of the need for the county to insure our vendors are paying their employees high enough living wages similar to the lawn service.

Lucinda mentioned Christy's question if library will still need people to attend the second budget hearing on September 20, 2022. It may be unnecessary because many of the funds went to full roll back and citizens are okay with the budget. She is not anticipating there will be a strong push to go further than roll back.

Integrated Marketing Campaign Summer 2022 (see handout):

Highlights:

The objective of the campaigns was to: Reengage lapsed users; Increase utilization; Spread awareness of the library's resources and services.

First campaign was conducted in Deltona during fall 2021 with total reengagement of 1173 from postcards, 424 new signups, and 6232 from email households.

The next campaign was around the Hope Place Public library area neighborhoods.

Page 3 of the handout shows two channels used to conduct the campaigns: Direct mail (non-user households and inactive cardholder households with no e-mail address); Emails to lapsed users.

Census Tracts areas were targeted around the Hope Place Public Library

Handout also shows samples of direct mail postcards mailed out to 4,940 households.

The QR codes on the postcards linked to a landing page on Volusia County Public Library's website for households only receiving those postcards.

The focus on the landing page was to include information of services that would be most important to demographic households.

Data shows 296 new signups of non-library cardholders that received a postcard since May 14, 2022. Re-engaged lapsed customers totaled 1824 customers in the target area.

The data also includes the following designated statistics of the type of cardholders using a variety of library services:

- 1191 Unknown - includes a variety of services
- 394 Staying Connected – public access computer uses
- 310 Rising Stars – school-aged children
- 225 Page Turners – only check out books
- 132 Digitalians – online services
- 115 Bedtime Stories – families
- 103 Bright Future – school-aged children
- 53 Double Feature – DVDs
- 16 Audiophiles – audio books
- 14 Dependables – customers that continuously visit the library

Demographic campaigns were conducted by the company OrangeBoy Inc. using Savannah software. This company also provided Net Promoter Scores by sending out routine surveys on how cardholders would recommend library services to friends and family, and how patrons use library

services. Patrons can also provide comments on the surveys and provide email contact information by choice.

Lucinda commented the library's net promoter score has been world class as it has a higher score than Target, Starbucks, and some other commercial entities.

Youth Services – Summer Statistics (see handout):

The period of these statistics was during the last day of public school through the day before 2022/2023 public school started for Volusia County.

The total number of summer library visitors through the gate count totaled 321,869. This amount shows that the library is getting back to normal from the Covid 19 setback.

Highlights:

- Summer Reading Challenge – Beanstack program (online reading log): 1905 school-aged kids enrolled; school-aged kids logged into read a total of 35,338 days. The Friends groups helped to provide summer prizes for this program.
- Youth & Teen Items Checked Out – 171,423 juvenile and teen items were checked out during the summer break.
- Youth Summer Program Attendance Active Programs:
 - Pilot Camp Partnership – The library provided carts with books for school ages 5 through 12. A reading time was set up each day during camp. A reading log was provided, and prizes were also provided after successful reading goals. Camp leaders read to the kids 15-20 minutes each day. The Early Learning Coalition and Volusia Public Library provided all books for the program. Camp visits to Volusia libraries and over 300 additional library memberships were open during the program. Kids were very engaged in reading time and the program was very successful. Lucinda anticipates continuing the partnership for fiscal year 2023.

There were a total of 1272 youth programs with 21,536 attendees.

Lucinda thanked the Friends of the Library groups because they are instrumental in allowing sources and funding to provide performers, extra craft supplies, and other generous donations.

- Grab & Go Kits – Program allowed kids to take home craft or puzzle kits totaling 146 programs with 2,832 participants.
- Passive Programs – Lucinda commented the passive program that will continue to remain on the calendar are scavenger hunts. Summer 2022 provided 2,139 programs with 44,911 participants.
- Summer Outreach Programs – 33 outreach programs to events, non-county summer camp, and schools totaled 33 programs with 3,301 participants. The handout shows a picture of library employees during the backpack giveaway at Jackie Robinson stadium. Backpacks were not provided by the library, but distributed informational resources along with library promotional items.
- Summer Food – 11,159 meals were provided at various library locations. Challenges evolved because parents wanted to continue with grab and go, but the library was able to continue with the grab and go service. This is a federal program administered by the state of Florida.
- Family Culinary Labs – Provided through the American Rescue Plan Grant for “Recipe and Reads”. 205 programs were provided, with 3,959 attendees. The program will continue for

fiscal year 2023 not only for family audiences but a variety of topics dealing with food using the Charlie Carts. Some of the programs provided are kitchen basics & safety; basic cooking; nutrition, labels & healthy food choices; food acquisition, cost savings & meal stretching; STREAM of Food through recipes and flavors labeled under "Recipe and Reads".

Staff conducting programs under this grant must have food handling certification. Also, the audience does not have authorization to participate with food handling or equipment use.

Professional chefs are able to conduct programs using the carts.

The library included a food budget for the program as the grant does not provide funding for food.

- **Other Summer Activities**

- Lit Kit to Go – 351 lit kits were handed out to library members.

- Lit Kits are for school-aged children and Lit Kit Junior are for preschool and toddlers.

- Lit kits are curated by staff librarians which includes crafts, literature, and educational activities.

- 1000 Books Before Kindergarten – 446 new registrations, 443 active readers with a total of 58,308 read books.

- Volusia and Flagler counties are working with the Early Learning Coalition to become a grade level reading community with the goal to make sure all children are reading on grade level by grade 3.

Lucinda thanked staff and the Friends groups for a fantastic summer and noted that staff are getting back to programming on a grand scale. The Friends groups were awesome at supporting the ideas and programs staff had to make summer a success.

Youth Services Staff Day (See handout):

There was a VCPL staff day for Youth services staff on September 13, 2022. It was a day of enrichment, refreshment, and celebration. Highlights of the event included:

- Each branch representative gave a speech summarizing their summer events.

- Brad Burbaugh, Resource Stewardship Director conducted a SOAR (Strengths, Opportunities, Aspirations, Results) analysis with staff.

The following results of the analysis shows:

Strengths – Adaptive and Innovative, Welcoming and Supportive, Creative

Opportunities – Communication and Collaboration working with each other, Community Awareness and engagement to get out into the community and really engage with community partners

Aspirations – Beacon of self-discovery and open the doors for everyone, a fun place, and inspiring, empowering, inclusive, and provide opportunities for lifelong learning.

SOAR results will be implemented into FY2023 strategic plan.

Lunch was provided for staff.

- Ann Collins presented a Mobile Technology Van tour

- Panel discussions with 4 librarians regarding inclusiveness during children's programs & youth rooms. The focus was on children with autism spectrum and how to deal with keeping engagement during story time, how to deal with issues, and tips to other staff members.

- Session with Hannah Holmes a motivational speaker on how to find and work with home school families and what type of programs to offer.
 - Sara Brown, Eatonville Branch Manager with Orange County Library System gave a motivational talk on Vision Boards.
 - The day ended with a swap giveaway with items staff could use for programming.
- The next staff day will be for Adult Services Staff and is currently in the planning stage.
Circulation Staff day will focus on implementation of a new Integrated Library System.

The planning of staff day focused on a way to avoid shutting down the libraries, to group staff by departments, but make it meaningful, have fun, and have informational take-a-ways that will help them in their jobs.

NEFLIN Annual Meeting:

Some staff traveled to the annual NE Florida Information Network meeting to receive an innovation award for the 3rd year. This year's award is for the Recipes and Reads program. FY 2021 award was for the "We Are Capable" program for adults with developmental delays. FY 2020 award was for the "Lit Kits to Go" program

Tom asked if there will be recognition for winning the awards before the county council.
Lucinda submitted the information by email to the council to include in the next meeting.

NEW BUSINESS:

Advertising for Friends of The Library Fundraising Events:

Christy introduced her feelings regarding an issue or concern with the county no longer assisting with distributing press releases of Friends group fundraising events such as book sales, some luncheons, etc. She received a letter from Kevin Captain, Community Information Director for Volusia County government, explaining how liability issues to the county may or will arise if it continues with future assistance if an event is not a county sponsored event.

Also, the county is unable to promote and partner with for profit events and organizations.

Christy included that Pat Kuehn, Community Information Specialist has volunteered to do a template for the Friends groups to use to help with using the correct format before submitting event information to newspapers or other resources.

Tom suggested asking Pat Kuehn to possibly provide limited training to the Friends groups on how to submit to newspaper resources; Also, that Friends groups get together to share resources.

Training and a template would help the Friends group submit events to community information resources.

Lucinda provided a handout with email contacts of additional outlets to assist with event releases.

OLD BUSINESS:

VCPL is currently emergency bidding for a different lawn service vendor because the current one does not follow the scope of the contract for premium service. The current vendor has decided to no longer mow VCPL lawns.

PUBLIC PARTICIPATION:

Attendee Jane Clark of the New Smyrna Friends group was interested in the numbers of traffic coming into the New Smyrna Beach because she notices a large turnout during their first lobby sale at the end of August, followed by a Book sale the following week. The lobby sale generated an unexpected increase in funding because of the high traffic.

Lucinda tributes the large turnouts because people are returning back to normality from the pandemic.

BOARD DISCUSSION:

None

ADJOURNMENT:

Meeting adjourned at 11:15am

Next meeting scheduled: Friday, November 18, 2022 at 10:00am.

Location: Daytona Beach Regional Library, 105 Jackie Robinson Pkwy,
Daytona Beach, FL. 32114