

**Northland Library Cooperative  
Advisory Council Meeting Minutes  
Virtual Meeting  
December 17, 2020  
(Virtual via zoom)**

**Introduction of Members:**

**Members Present:**

Val Meyerson (Petoskey District Library),	Denise Bearre (Alcona County Library),
Dawn LaVanway (Jordan Valley District Library),	John Roberts (Kalkaska County Library),
Michele Howard (Traverse Area District Library),	Jacqueline Skinner (Otsego County Library),
Amber Alexander (Presque Isle District Library),	Helen Miller (Indian River Area Library),
Monica Kroondyk (Boyne District Library),	Dion Mindykowski (Tahquamenon Area Library),
Tanya Procknow (Mackinaw Area Public Library),	Vicki Shurly (Peninsula Community Library),
Amy Knepp (Oscoda County Library),	Nanette Miller, (Elk Rapids District Library),
Ryan Deery (Charlevoix Public Library)	Julie Kintner (Fife Lake Public Library)
Linda Adams (Northland Library Cooperative Director)	

**Call to Order:**

The meeting was called to order at 10:31am by President, Amber Alexander.

**Approval of Agenda:**

D. LaVanway made a motion to accept the Agenda, seconded by R. Deery. Motion carried.

**Approval of Minutes:**

D. Bearre made a motion to accept the October 15, 2020 Minutes seconded by M. Howard. Motion carried.

**Financial Reports:** L. Adams reported on the following:

- November 2020 financial report
  - Amy Knepp made a motion to recommend to the NLC Board to accept the Financial Report, seconded by D. LaVanway. Motion carried.
- mBank Resolution on signatories
  - D. Bearre made a motion to recommend to the NLC Board to put R. Deery as signatory and removing D. Mindykowski, seconded by D. LaVanway. Motion carried.
- 2019/20 FY Audit
  - L. Adams reported it was a clean audit. She will ask them for a 3 year contract, but the majority of members feel they are already giving us a good rate so a contract is not necessary. It was also noted that they use different accountants each year for the audit.
  - D. LaVanway made a motion to recommend to the NLC Board to accept the audit, seconded by M. Howard. Motion carried.
- 20/21 Budget Amendment
  - L. Adams noted about an 8% increase and feels confident to reinstate all grants that had been put on hold and to increase enhancement grants by 20%, with the remainder of the increase to be put in contingency funds.
  - M. Howard made a motion to recommend to the NLC Board to approve L. Adams recommendations and approve the budget amendments, seconded by J. Skinner. Motion carried.

## **Directors Report:** L. Adams reporting

Linda reviewed her presented report, noting the following:

- Start applying for Enhancement and Continuing Education Grants.
- Up North Digital will be billed in January
- Merit Contract bill will be in January.
- New Uniform Chart of Accounts from the state. There will be sessions through the Library of Michigan and updates made to the Financial Management Guide.
- Northlands website is being updated regularly.
- ALA Conference information will be shared.
- Many Library of Michigan trainings and webinars:
  - Many are archived
  - Remote work policy
  - Trustee training
- Read establishment laws and contracts
  - Clare and Shannon from Library of Michigan will share example contracts.

## **Business:**

- Board By-Laws
  - Review for approval at April meeting
- Director Evaluation
  - Included for review in packet
  - Very positive comments: “Invaluable”, “Appreciated”, “Thankful”
  - D. LaVanway made a motion to recommend to the NLC Board to give L. Adams a 1.5% increase, seconded by V. Meyerson. Motion carried.
- Advocacy Committee
  - MLA is doing a lot of advocacy. Linda will wait on guidance from them. She will report updates and plans to move forward at the April meeting.
- Marketing Committee
  - Group met to discuss plans: regional marketing push, collaborations, how we share resources.
  - Spoke with Jen Lake from Brand Tonic, marketing agency in TC in regards to a needs assessment
  - Fine tune items: types of media, focus on reaching rural and disconnected patrons, regional marketing, value and impact and pooling resources.
  - MLA is developing a statewide marketing campaign
  - Updates in April
  - Suggested to contact Jen Weaver, Weaver & Co for Charlevoix Library branding project as an option but look for local first.
  - R. Deery made a motion to recommend to the NLC Board to approve a \$2000.00 limit for the committee to utilize and move forward on the marketing campaign, seconded by M. Howard. Motion carried.

## **What's happening at your library?**

Monica: Holiday craft, take home kits, over 100 RSVP for kits, COVID keeping everyone on their toes.

Helen: Going well, Holiday ornament a week, , take home crafts, annual fine forgiveness day

Val: Open to public, going well, lots of diy and take home kits, new branding project, community surveys for virtual programming, fundraisers to purchase gift cards to give to the Women's Resource Center to use at local businesses.

Jackie: Open, going ok and working well, take home crafts, free books.

Ryan: 1st positive with staff, MHHS was very helpful, staff more proactive but creates short staffing, curbside busy, streamed holiday music on Fridays, going well, new phone system.

Tanya: Juggling act, 6 staff, 4 out with COVID, closed a week, virtual story times going well, very interactive, looking at more virtual programming, need to hire youth librarian.

Amy: 10-12" snow! Christmas Eve storytime, make and take bags, Board approved hiring Anne Seuryneck, Lawyer, for District library formation.

Michille: Slammed with curbside, staff tested positive so closed for 14 days at the main branch, utilized camera system for contact tracing, reopen the 29th of December. Drive through Santa event, milk, cookies, crafts, books, very festive and cool. Virtual shipwreck program, Hired MCLS for strategic plan.

John: Open for curbside and cp use by appointment, going well, busy with school library project.

Dawn: Open, patrons doing what needs to be done to remain open, utilizing lockers, purchased UV disinfecting machine, influx of new families in community and many new patrons, staff and board vacancies causing challenges, new phone system, virtual programs.

Denise: Curbside all branches until January 8, going slow, working on State Aid.

Dion: Doing well, finishing projects.

Amber: State Aid, budge with new chart of accounts, phone company, upgraded internet, many issues with Frontier that they are working through.

Nanetter: Transitioned to lobby pick-up, make & Take crafts with QR codes, circulation down, Overdrive and social media up, virtual programs attendance positive, porch is decorated for holidays, special gift bags for staff from Santa. Still a lot going on with the Board, community aware of issues and hopefully a positive end in sight.

Julie: Open to public, was closed for two weeks in November due to a COVID case, going well, very quiet, community continues to show appreciation for all we are doing.

**Adjournment:**

J. Skinner made a motion to adjourn the meeting at 12:16pm, seconded by D. LaVanway . Motion carried.

The next scheduled Advisory Board meeting is scheduled for April 15, 2021, at the Petoskey District Library, at 10:30am.

Respectfully Submitted,

Julie Kintner, Fife Lake Public Library