



1300 W. St. Germain Street
St. Cloud, MN 56301
Tel. 320.650.2500 Fax 320.650.2501

Board of Trustees Meeting
Tuesday, March 17, 2020, 6:00 p.m.
St. Cloud Public Library Mississippi Room
Agenda

Public Open Forum—Total time: 10 minutes, each person limited to two minutes, speakers must address library related topics *not* already on the agenda, board members *will not* interact with public speaker (concerns are referred to management for follow-up), and all parties are expected to display appropriate behavior.

1. Call to Order	6:00
2. Adoption/Amendment of Agenda	6:01
3. Approval of Minutes	6:02
3.1 January 21, 2020, Board Meeting (Requested Action – Approve)	
3.2 February 18, 2020, Board Special Session (Requested Action – Approve)	
4. Public Open Forum	6:04
5. Financials	6:08
5.1 Bills (emailed) and Addendum (on table) (Requested Action – Approve)	
5.2 Financial Reports (emailed) (Requested Action – Accept)	
6. Consent Agenda	6:10
6.1 Minnesota Public Library Annual Report (Requested Action – Accept)	
6.2 Other	
7. Communications	6:12
7.1 2019 GRRR Annual Report (on table)	
7.2 External Communication Plan	
7.3 Other	
8. Presentations	6:17
8.1 Other	
9. Staff Reports	6:17
9.1 Executive Director’s Report	
9.2 Management Reports	
9.3 Building Reports	
9.4 Other	
10. Committee Reports	6:27
10.1 Finance Committee (verbal) (Requested Action – Approve)	
10.2 Personnel Committee (verbal) (Requested Action – Approve)	
10.3 Central Minnesota Libraries Exchange Board (verbal)	
11. Unfinished Business	6:42
11.1 Other	

**GREAT RIVER REGIONAL LIBRARY
BOARD OF TRUSTEES MINUTES
January 21, 2020**

A regular session of the Great River Regional Library (GRRL) Board of Trustees was called to order by President Randy Winscher on Tuesday evening, January 21, 2020, at 6:00 p.m. in the St. Cloud Public Library Mississippi Room.

Members Present:

Zurya Anjum
Wayne Bauernschmitt
Jeff Bertram
Jayne Dietz
Mary Eberley
Melissa Fee
George Fiedler
Lisa Fobbe
Dave Kircher
Leigh Lenzmeier
Ed Popp
Michael Potter
Jacey Wallace
Randy Winscher

Members Excused:

Karlynn Forner

GRRL Staff Present:

Aron Murphy
Karen Pundsack
Julie Schmitz
Patricia Waletzko

INTRODUCTION OF NEW BOARD MEMBER & OATH OF OFFICE

New GRRL Board members George Fiedler and Jacey Wallace were introduced. Both were appointed as citizen representatives – George for Stearns County and Jacey for Wright County. Following current Board member and staff introductions, Executive Director Karen Pundsack administered the Oath of Office.

ADOPTION/AMENDMENT OF AGENDA

Michael Potter made a motion to adopt the agenda as presented. Seconded by Ed Popp, the motion carried unanimously.

ELECTION OF 2020 GREAT RIVER REGIONAL LIBRARY BOARD OFFICERS

President – Jeff Bertram nominated Lisa Fobbe for President. Jayne Dietz seconded the nomination. Michael Potter moved to close nominations and cast a unanimous ballot for Lisa Fobbe. All voted to elect Lisa Fobbe as President.

Vice President – Randy Winscher nominated Ed Popp for Vice President. Jeff Bertram seconded the nomination. Michael Potter moved to close nominations and cast a unanimous ballot for Ed Popp. All voted to elect Ed Popp as Vice President.

Secretary – Jayne Dietz nominated Michael Potter for Secretary. Dave Kircher seconded the nomination. Dave Kircher moved to close nominations and cast a unanimous ballot for Michael Potter. All voted to elect Michael Potter as Secretary.

Treasurer – Dave Kircher nominated Jeff Bertram for Treasurer. Wayne Bauernschmitt seconded the nomination. Jayne Dietz moved to close nominations and cast a unanimous ballot for Jeff Bertram. All voted to elect Jeff Bertram as Treasurer.

APPOINTMENT OF 2020 GREAT RIVER REGIONAL LIBRARY STANDING COMMITTEES

Executive Committee

Lisa Fobbe appointed the following Executive Committee members:

- Lisa Fobbe, President – Sherburne County
- Ed Popp, Vice President – Benton County
- Michael Potter, Secretary – Wright County
- Jeff Bertram, Treasurer – Stearns County
- Karlyn Forner – Stearns County
- Dave Kircher – Todd County
- Randy Winscher – Morrison County

Finance Committee

Lisa Fobbe appointed the following Finance Committee members:

- Lisa Fobbe, President – Sherburne County
- Jeff Bertram, Treasurer – Stearns County
- Dave Kircher – Todd County
- Leigh Lenzmeier – Stearns County
- Ed Popp – Benton County
- Michael Potter – Wright County
- Randy Winscher – Morrison County

Personnel Committee

Lisa Fobbe appointed the following Personnel Committee members:

- Jeff Bertram – Stearns County
- Jayne Dietz – Sherburne County
- Melissa Fee – Wright County
- Lisa Fobbe – Sherburne County
- Dave Kircher – Todd County
- Michael Potter – Wright County
- Randy Winscher – Morrison County

Fund Development Committee

Lisa Fobbe appointed the following Fund Development Committee members:

- Jayne Dietz
- Mary Eberley
- Leigh Lenzmeier
- Karen Pundsack, Executive Director
- Breanne Johnson, Communications & Development Coordinator
- Bernice Berns, Donor
- Mark Thelen, Donor

Library Safety & Security Committee

Lisa Fobbe appointed the following Library Safety & Security Committee members:

- Jeff Bertram
- Mary Eberley
- Dave Kircher
- Leigh Lenzmeier
- Karen Pundsack, Executive Director
- Julie Schmitz, Associate Director – Human Resources
- Terri Deal-Hansen, Library Services Coordinator
- Neil Vig, Patron Services Coordinator

APPROVAL OF MINUTES

Ed Popp made a motion to approve the November 19, 2019, Board meeting minutes as presented. Seconded by Wayne Bauernschmitt, the motion carried unanimously.

Michael Potter made a motion to approve the December 17, 2019, Executive Committee meeting minutes as presented. Seconded by Dave Kircher, the motion carried unanimously.

PUBLIC OPEN FORUM

There were no speakers for the Public Open Forum.

FINANCIAL REPORTS**Bills**

Jayne Dietz made a motion to approve the December and January lists of bills for payment and the January list of bills addendum. Seconded by Mary Eberley, the motion carried unanimously.

Financial Reports

Michael Potter made a motion to accept the November and December financial reports. Seconded by Randy Winscher, the motion carried unanimously.

CONSENT AGENDA**Annual Financial Designations**

Designation of Accounting & Distribution Supervisor as Custodian of Library Funds

Designation of Bank Depositories

Acceptance of Current Letter of Credit

Designation of Signers on Bank Accounts

Designation of Signers on Payroll and Expense Checks

Randy Winscher made a motion to approve the Annual Financial Designations as presented. Seconded by Michael Potter, the motion carried unanimously.

Designation of Official Newspaper

Michael Potter made a motion to approve designation of the *St. Cloud Times* as GRRL's official newspaper for public announcements and legal notices. Seconded by Mary Eberley, the motion carried unanimously.

COMMUNICATIONS**Audit Engagement Agreement from BerganKDV**

A signed copy of the standard agreement letter was presented.

Library Legislative Day

Library Legislative Day 2020 will be on Tuesday, March 31. Karen Pundsack commented that GRRL staff are always open to having Board members and patrons attend with them. There will again be a virtual component during Library Legislative week, March 30 – April 3. Karen noted that Associate Director – Collection Development Jami Trenam is the Minnesota Library Association (MLA) legislative chair this year. A request was made for Karen to send an email template to Board members that could be used by them to contact their local legislators during Library Legislative week.

2020 Meeting Schedule

Karen Pundsack informed the Board that April's meeting will be a strategic plan work session.

PRESENTATIONS

There were no presentations.

STAFF REPORTS**Executive Director's Report**

Additions to the Executive Director's report were:

Karen Pundsack referred to her email sent to the Board earlier this month informing them that Library Services Coordinator Gretchen Vork passed away. A sympathy card was circulated for Board members to sign and will be sent to Gretchen's family.

In November, the Board approved funds for security measures and consulting for GRRL. The security improvement includes a subscription related to electronic security which is available for staff, family members of staff, and Board members to participate. Board members will be included in the subscription unless they decline.

The 20th Century Community Learning Centers grant awarded to United Way Partner for Student Success (PFSS) is under way. It is a three-year grant eligible for a three-year renewal. As a grant partner, GRRL is in the process of signing contracts with them for programs and outreach at 10 learning sites. GRRL will be contracted and reimbursed for services such as building maker space kits, training staff at learning sites for STEM programming, conducting conversation circles, and pop-up libraries. Part of this grant is to assess outcomes to measure the impact of after-school activities in relation to student success. Patron Services Supervisor Rachel Thomas, Patron Services Librarian Jade Lauber, Patron Services Librarian Connie Laing, and Karen will attend a January 30th workshop offered by State Library Services on M3 after-school assessment. Members from PFSS will also attend this workshop.

Management Reports

Accounting & Distribution Supervisor Aron Murphy and Karen Pundsack addressed questions about the reported fundraising dollar amount. The 2019 fund development report, including details and year-end totals, will be presented in February.

Building Reports

Michael Potter commented on and asked questions about several GRRL library buildings. Karen Pundsack responded, and there was brief discussion.

Karen and Rachel Thomas will attend Paynesville's City Council work session this Thursday, January 23. The council plans to talk about a local investor's proposal for the library and other facilities in town.

Human Resources Reports

Associate Director – Human Resources Julie Schmitz noted Library Associate Lisa Hill was missed in the Staff Recognition report. She recently celebrated 20 years of service with GRRL.

Library Facility Security Audits Summary

Human Resources staff conducted library facility security audits as directed by the Library Safety & Security (LSS) Committee. Julie Schmitz reviewed the audits summary and informed the Board that no new significant issues stood out. Some items have been discussed with the LSS Committee and some will be given to the Safety & Wellness Team for follow-up.

As a refresher, all GRRL employees viewed an active threat training video last fall. Julie also noted management continues to hear from staff who close alone, and there is always room to improve relationships with local law enforcement.

Unique Management**Revenue Recapture**

Reports are provided by Unique Management and Revenue Recapture annually. GRRL works with a collection agency and the Department of Revenue for past due materials and fines balances. Both services continue to be cost effective with good cash and materials recovery results.

COMMITTEE REPORTS**Finance Committee**

Lisa Fobbe reported on the following items approved at the Finance Committee meeting:

- *Fourth Quarter Financial Report*
The 2019 budget was 96.13% spent at year-end. Expenditures were \$360,682.57 under budget and revenue was \$50,715.25 over for an approximate \$411,000 overall 2019 surplus.
- *Capital Equipment Request – Postage Machine*
A postage machine capital equipment request was presented because the maintenance contract renewal cost for GRRL's current postage machine was extremely high. The postage meter is owned by the by postal service.
- *Proposed 2021 Budget Process Timeline*
Karen Pundsack reviewed the proposed 2021 budget process timeline. The Committee is not scheduled to meet in April due to the Board's strategic plan work session.

Jeff Bertram made a motion to approve the Finance Committee report as presented. Seconded by Michael Potter, the motion carried unanimously.

Personnel Committee

Jayne Dietz reported on the following items discussed at the Personnel Committee meeting:

- *GRRL Pay Range Quartiles 2020-2022 Report*
At their December meeting, the Executive Committee requested a report on GRRL's Pay Range quartiles. The Personnel Committee reviewed and discussed the report.
- *GRRL Staff Recognition Review*
The Executive Committee also requested GRRL staff receive recognition from the Board. The Personnel Committee talked about the current staff recognition process and policy and viewed anniversary gift items. Going forward, the Board President will also sign the recognition certificates staff receive on their anniversary date.

Michael Potter made a motion to approve the Personnel Committee report as presented. Seconded by Ed Popp, the motion carried unanimously.

Executive Committee

Karen Pundsack reported the Executive Committee met on December 17 and approved Collective Bargaining Unit Agreements for the Library Services Coordinator Unit – Local 1345 and General Unit – Local 1345.

Fund Development Committee

Jayne Dietz reported the January 17 Fund Development Committee meeting was postponed to January 27 due to poor weather conditions. In the meantime, Committee members will write thank you notes to staff and major donors. Also noted was the Year-End Campaign will be open until the end of January; fund development totals for 2019 will follow the close of the campaign.

Central Minnesota Libraries Exchange Board (CMLE)

Jayne Dietz reported on the following topics addressed at the January 15 CMLE Board meeting:

- CMLE Bylaws were reviewed and tabled until next meeting.
- The social media policy was reviewed.
- An update was given on CMLE events in the upcoming year.
- A new CMLE Vice President was elected and Personnel committee members appointed.
- The Board was informed of discussion to separate CMLE into two multitype systems. Karen Pundsack will address this topic later in this evening's GRRL Board meeting.

UNFINISHED BUSINESS

No unfinished business was presented at this meeting.

NEW BUSINESS

Central Minnesota Libraries Exchange Resolution Proposal

East Central Regional Library (ECRL) and GRRL share governance of CMLE. Karen Pundsack explained the multitype's boundaries and when they were set as well as why multitype systems exist. The ECRL Board passed a resolution last week that asked the Minnesota Commissioner of Education to reconsider CMLE's existing boundaries. It also recommended establishing two multicounty multitype systems whose boundaries align with the existing ECRL and GRRL systems. Karen provided several examples of current GRRL resource-sharing services that fall under what a multitype does. GRRL and ECRL would like to eliminate duplication of services and use public funds more efficiently.

Unable to attend this evening, Karlyn Forner sent an email stating her perspective on the change and resolution, which Karen shared with the Board.

After brief discussion, Mary Eberley made motion to approve the GRRL resolution as presented. Dave Kircher seconded the motion.

The lengthy discussion that followed included opinions, questions, and suggestions. Board members agreed the intent is good, a change is desired and would be positive. However, more time is needed prior to a decision to consider details, risks, and the potential impact on libraries within the CMLE multitype as well as other Minnesota multitype systems.

Upon vote, the motion failed. This topic will be revisited at the Board's work session in February.

Central Minnesota Libraries Exchange Board Appointment

GRRL is transitioning CMLE Board appointments to fiscal year terms. Mary Eberley will serve through June 30, 2020. Gloria Palmer's position needs to be filled as her final term expired December 31, 2019. Randy Winscher was appointed to represent GRRL at CMLE's February meeting.

Other

A Board member briefly talked about the GRRL Board member per diem amount and requested it be addressed at the next Finance Committee meeting.

BOARD OPEN FORUM

Comments from Board members included: thank you to Randy for his two-year leadership; Todd County recently appointed Chris Pelzer as County Coordinator; several county have passed their levies; welcome to Jacey and George; and Benton approved a regional airport authority for the St. Cloud Airport.

NEXT MEETINGS

The Great River Regional Library Board of Trustees announced their next meetings to be held in the St. Cloud Public Library Mississippi Room:

February 18, 2020 – Finance Committee
Board of Trustees Work Session

March 17, 2020 – Finance Committee
Personnel Committee
Board of Trustees

ADJOURNMENT

Lisa Fobbe adjourned the meeting at 7:38 p.m.

Lisa A. Fobbe, President

Michael Potter, Secretary

March 17, 2020

**GREAT RIVER REGIONAL LIBRARY
BOARD OF TRUSTEES MINUTES
February 18, 2020**

A special session of the Great River Regional Library (GRRL) Board of Trustees was called to order by President Lisa Fobbe on Tuesday evening, February 18, 2020, at 6:00 p.m. in the St. Cloud Public Library Mississippi Room.

Members Present:

Zurya Anjum
Jayne Dietz
Mary Eberley
Melissa Fee
George Fiedler
Lisa Fobbe
Karlyn Forner
Dave Kircher
Leigh Lenzmeier
Ed Popp
Michael Potter
Randy Winscher

Members Excused:

Wayne Bauernschmitt
Jeff Bertram
Jacey Wallace

GRRL Staff Present:

Breanne Johnson
Aron Murphy
Karen Pundsack
Julie Schmitz
Patricia Waletzko

Public Open Forum

There was no speaker for the Public Open Forum.

Finance Committee Report

Ed Popp reported on the following items from the Finance Committee meeting:

- *Elect Finance Committee Chairperson* – He was elected Chairperson.
- *Proposed 2021 Budget Process Guidelines* – The Budget Process Guidelines for 2021 were approved as presented.
- *Per Diem and Mileage Reimbursement Discussion* – Following discussion, the Committee approved a per diem increase to \$75 per meeting effective February 2020. Mileage remains at the federal rate.
- *Library Cultural Navigator Position Discussion* – Consensus was to discuss the Cultural Navigator position again at the March meeting.
- *Reducing Signatory Contributions with Unassigned Fund Balance* – The Committee discussed GRRL's unassigned fund balance and directed staff to reduce the reserve balance to 5½ months with the goal of reducing county signatory contributions.
- *Consideration of Local Bank Investments Discussion* – The possibility of GRRL investing in local banks was discussed. GRRL will continue its current investment practice.

Ed Popp made a motion to approve the Finance Committee report as presented. Michael Potter seconded the motion. Following brief discussion about the per diem increase, upon vote, the motion carried unanimously.

Central Minnesota Libraries Exchange Board (CMLE) Report

GRRL Board members Jayne Dietz, Karlyn Forner, Leigh Lenzmeier, Mary Eberley and Randy Winscher attended the February 12 CMLE Board meeting.

Randy reported on the meeting's discussion, which included the history of CMLE, why the multitype was established and what services they currently provide. Concerns were raised about state funding allocations and the East Central Regional Library (ECRL) resolution asking the Minnesota Commissioner of Education to reconsider CMLE's existing boundaries. The CMLE Board decided to take more time to gather additional information and work through questions.

Pending Litigation – Closed Session

Lisa Fobbe asked for a motion to close the meeting based upon the attorney client privilege to discuss *Henne v. Great River Regional Library*. The specific topics to be discussed were the nature of the claims, defenses and legal strategy.

Michael Potter made a motion to close at 6:12 p.m. as permitted by the attorney client privilege, Minnesota Statute 13D.05, Subd. 3(b). Seconded by Ed Popp, the motion carried unanimously.

Present for the closed session were the Board members, Executive Director Karen Pundsack, Associate Director – Human Resources Julie Schmitz and Ann R. Goering of Ratwik, Roszak & Maloney, P.A.

Michael Potter made a motion to reopen the meeting. Seconded by Mary Eberley, the motion carried unanimously. The open meeting resumed at 6:45 p.m.

Central Minnesota Libraries Exchange Discussion

To address GRRL Board member questions from the CMLE discussion at January's Board meeting, Karen Pundsack reviewed CMLE-related documents in the Board packet. She explained specific concerns and highlighted CMLE budget lines that GRRL could absorb or decrease if the two merged. As stated in Minnesota statute, the CMLE Board is governing not advisory. GRRL and East Central Regional Library (ECRL) fill eight of the 11 Board seats.

Comments from several Board members and substantial discussion followed including:

- A job evaluation is in progress for CMLE Executive Director Mary Jordan.
- The ECRL resolution was to initiate discussion and inform the CMLE Board of their position.
- Observations of CMLE – operations and services, lack of a broad vision, direction of service efforts potentially lost since first established.
- Concern about how funding will look for all multitypes should boundaries change.
- The duplication of services between GRRL and CMLE.

Karen informed the Board that if we would like to have a conversation with the Department of Education, a meeting could be arranged without having a formal resolution in place. Interest was expressed, as this seems to be a logical next step. GRRL representatives on the CMLE Board would be part of the conversation.

The next CMLE Board meeting is March 11.

2016-2020 GRRL Strategic Plan

Fourth Quarter 2019 Statistics

The current strategic plan statistical targets were set in 2015. Karen Pundsack highlighted exceeded targets – all were digital services or platforms. Borrower numbers are stabilizing. Also pointed out were changes in borrowers among the region's libraries. GRRL's next strategic plan may need to focus on larger libraries due to their larger declines in borrowers and circulation.

2019 Library Impact Report

This information report will be shared at the upcoming County Board visits.

Year-End Campaign Report and Analysis

Communications & Development Coordinator Breanne Johnson provided final 2019 Year-End Campaign numbers. The total received was \$41,977 plus an additional \$976 from a Finance Committee member and donor who offered the staff challenge match to encourage participation. Overall, the campaign received 541 gifts with an average gift of \$77.

Fourth Quarter 2019 Strategic Plan Progress

Strategic plan progress was reviewed. Karen Pundsack noted the key trend of strategic partners being important for success; community collaboration makes a difference. The Information Technology staff has moved GRRL's staff and public computers to Windows 10. Over the course of our current strategic plan, 23 community meetings have been completed. Feedback from them will be incorporated in our next strategic plan. There has been significant work to raise GRRL's social media presence. Examples were provided of collection development growth resulting from fund development work. Karen also shared a message from Associate Director – Collection Development Jami Trenam about circulation, e-materials, and the difference donations make toward focus on patron interests.

2020 Department Work Plans

Department work plans are part of the base budget process. They show each department's structure, planned expenditures and budgeted revenue for 2020.

A Board member commented that Karen Pundsack and the GRRL staff do a great job; their work is appreciated. Karen also complimented her staff and the Board.

NEXT MEETINGS

The Great River Regional Library Board of Trustees announced their next meetings to be held in the St. Cloud Public Library Mississippi Room:

March 17, 2020 – Finance Committee
 Personnel Committee
 Board of Trustees

ADJOURNMENT

Lisa Fobbe adjourned the meeting at 7:23 p.m.

Lisa A. Fobbe, President

Michael Potter, Secretary

March 17, 2020

March 17, 2020



External Communication Plan

Submitted by Breanne Johnson

Communications & Development Coordinator

BOARD ACTION REQUESTED

Information

Discussion

Approve/Accept

RECOMMENDATION

Review the External Communication Plan.

BACKGROUND INFORMATION

Supporting Documents Attached

This Communication Plan shows staff how to best talk about the library’s mission. The plan also gives staff an idea of how the library communicates with its communities.

The plan covers the following: communication goals, target audiences, internal positioning statement, key messages, communication strategy, platforms, campaigns, and guidelines.

FINANCIAL IMPLICATIONS

Estimated Cost: \$

Funding Source:

Budgeted: Yes No N/A

ACTION

Passed

Failed

Tabled



Great River Regional Library

External Communication Plan

Prepared by:
Breanne Johnson
Communications and Development Coordinator

INTRODUCTION

Great River Regional Library (GRRL) takes an active role in promoting its materials and services throughout the community. Through promotional materials, media relations, speaking engagements, and advocacy efforts, GRRL will strive to increase awareness of library services among users and nonusers, endeavoring to inform all citizens about the various ways the library can enhance their lives. It will promote to people of all ages, active participation in the varied services offered by the library, and it will encourage their continued support of the library and its mission.

-Chapter 1A. Communications Mission Statement

This Communication Plan shows staff how to best talk about the library's mission. The plan also gives staff an idea of how the library communicates with its communities.

ORGANIZATIONAL MISSION & VISION

Mission:

- ❖ Explore. Learn. Connect.

Vision:

- ❖ The Neighborhood Gateway: Inspiring Central Minnesota to shape the future through exploration, knowledge, and connection.

COMMUNICATION GOALS

The communication goals are in place to provide the direction of sharing information on the library.

Goals:

1. Increase patron awareness of library services and expertise.
2. Share library stories of impact.
3. Highlight the collection.
4. Support fundraising campaigns.

TARGET AUDIENCES

GRRL serves a broad "public," which can be categorized into smaller targeted audiences. It is important to know your audience and communicate your message for that audience.

Audiences:

1. Library Users
2. Library Non-Users
3. Library Donors and Volunteers
4. Great River Regional Library Board of Trustees
5. Staff

INTERNAL POSITIONING STATEMENT

GRRL's positioning statement is an internal tool to align our marketing efforts with our brand. The statement identifies a key audience, what sets the library apart from its competitors, and the reasoning in how GRRL fills that need of the audience.

Great River Regional Library is the community hub that connects lifelong learners to the community because we provide free access to our catalog, computers, programs, and resources that best fit Central Minnesota's residents' needs and interests.

KEY MESSAGES

The key messages provide simple and consistent verbiage to educate the public on GRRL's mission and services.

The library helps users

- ❖ explore...
 - popular and unique titles
 - wireless connection and public computers
 - more than books: CDs, DVDs, and kits
- ❖ learn...
 - with the help from services like Book-A-Librarian
 - research resources for students
 - lifelong skills, such as languages, career skills, and auto repair
- ❖ connect...
 - children to reading during the Summer Reading Program
 - organizations with free meeting space
 - community engagement with events and programs

COMMUNICATION STRATEGY

All of Great River Regional Library's communication needs to enhance the Great River Regional Library brand.

The following communication platforms must have key messages and images that are aligned and coordinated:

- ❖ Grant proposals
- ❖ Fundraising materials (brochures, gift forms, letters, etc.)
- ❖ Marketing materials (posters, stuffers, displays, etc.)
- ❖ Donor relations materials
- ❖ Website
- ❖ Social media
- ❖ GRRL e-newsletter
- ❖ Videos
- ❖ Emails
- ❖ Press releases

COMMUNICATION PLATFORMS

GRRL uses many different communication platforms with the public. Staff may follow the matrix that includes the following:

- Communication types/mediums
- Purpose
- Point Person
- Lead Time
- Content
- Preparation

MEDIUM	PURPOSE	POINT PERSON	LEAD TIME	CONTENT	PREPARATION
Website	Share information about the library and its updates	Graphic Designer and Content Group	--	Events, support, library news, research and learning resources, location/hours	Email suggestions to contentworkgroup@grrl.lib.mn.us
Social Media	Post about upcoming events and opportunities	Content Group	--	Updates, closings, events, various communications	Email suggestions to contentworkgroup@grrl.lib.mn.us
Event Guide	Share upcoming events with details	Graphic Designer	Timeline at https://staff.grrl.lib.mn.us/node/823	Upcoming, seasonal events in each branch location	EARs: https://staff.grrl.lib.mn.us/node/745
e-Newsletter	Share the latest library news	ComDev Assistant	1 month	Library news, resources, and events	Email communications@grrl.lib.mn.us with your latest story suggestion
Radio	Share upcoming events and promotions	ComDev Coordinator	ASAP	Updates, events, campaigns, library topics	Email ComDev Coordinator to inform of or request air-time. Also, email for press release content to share on-air.
Posters/ Stuffers	Share details about specific event	ComDev Assistant and Graphic Designer	4 weeks	Details about specific event: date, time, EAR description	Print Request at https://staff.grrl.lib.mn.us/node/740
Library News	Share news stories	ComDev Coordinator	--	Library news and updates	Find process and tips at https://staff.grrl.lib.mn.us/node/743
Newspaper	Share upcoming events and promotions	ComDev Coordinator	ASAP	Details about specific event, library news, events	Call or email ComDev Coordinator
PowerPoint Presentations	Present information about library	ComDev Coordinator	1 month	Strategic plan and budget, local library information, events	Email ComDev Coordinator or find template at https://staff.grrl.lib.mn.us/node/735
Currents	Potential topics/ testimonials about donors and patrons	ComDev Assistant	1 month before issue deadline	Impact of donor's contributions	Email communications@grrl.lib.mn.us if you have a great donor story to share

COMMUNICATION CAMPAIGNS

To better educate the public on what our mission of “Explore. Learn. Connect” means, staff have a choice of which of the following communication campaigns to include in the footer of their email. Library staff should save one of the following in their staff email signature.

❖ Explore:

<**First and Last Name**> | <Job Title>
Great River Regional Library | <Branch>
<Branch Address> | <Branch City, MN, Branch Zip>
<Branch Phone Number> | <GRRL email>
www.griver.org

Explore the opportunities at your library.

❖ Learn:

<**First and Last Name**> | <Job Title>
Great River Regional Library | <Branch>
<Branch Address> | <Branch City, MN, Branch Zip>
<Branch Phone Number> | <GRRL email>
www.griver.org

Learn more at your library.

❖ Connect:

<**First and Last Name**> | <Job Title>
Great River Regional Library | <Branch>
<Branch Address> | <Branch City, MN, Branch Zip>
<Branch Phone Number> | <GRRL email>
www.griver.org

Connect with your community at your library.

COMMUNICATION GUIDELINES

Staff should have a unified voice when speaking with the public. Follow these general guidelines to ensure we speak with the same voice to keep consistent branding and to share a clear message.

Consistency with GRRL branding

1. Make sure the project is in line with the GRRL core values and priorities.
2. Align your messaging in accordance with GRRL anti-harassment and Equal Employment Opportunities Commission (EEOC) policies that apply to your communications.
3. Correctly and appropriately implement partnership logos on materials, such as the Legacy logo, as needed.
4. Consistently use GRRL's personas developed by Content Group to retain brand.
5. Refer to GRRL's Graphic Identity Quick Reference for GRRL's primary colors, logo uses, and font specifications.

Words

1. Use clear, simple words that everyone is able to understand.
2. Be honest about GRRL, its activities, and the intended use of funds.
3. Avoid confrontation, ethnic slurs, personal insults, or obscenity.
4. Must be purposeful and timely in accordance to decision-making.
5. Ensure correct grammar and punctuation are used in print mediums.
6. Speak to your audience's interests and values, keeping in mind content marketing ideas.
7. Federal law requires that any employee who endorses GRRL online must disclose his or her employment in the endorsement.
8. Refer to 200 Personnel Policy – Chapter 2N. Social Media Use Policy for use of social media.
9. Refer to "[Copyright resources](#)" on GRRL staff page for copyright laws and tools.

Executive Director's Report March 2020

Leadership Support Team (LST)

Over the past two months, LST met several times to go over 2019 Strategic Plan progress. We reviewed the fourth quarter financial report and fourth quarter statistics. We also went over the results of the Information Technology (IT) survey. Most staff prefer to communicate with IT by telephone, although email is a close second. Satisfaction with services is positive at 98 percent. We also reviewed the Internal Communication Plan and updated a few items. This document sets out the expectations for all staff about what will be communicated and by whom.

Ryan shared information about the Public Library Association (PLA) space-planning workshop he attended in December. The presenter said questions to consider for library spaces include: Who is coming? When are they here? What are they doing? Convenience is not always the priority; rather focus on engagement throughout the space. They also talked about the idea of formatting a library like a retail space. Concepts from this workshop will be part of future Regional Staff Meetings.

LST members who attended the diversity, equity and inclusion meeting in January shared their group's action steps. We are reviewing them for feasibility. We will move forward with several recommendations this year.

Strategic Planning

LST has discussed different elements of the strategic plan over the past few months. Themes that are emerging are borrower retention, first-time user experience, and welcoming new community members. Through the Edge Assessment, we identified a need for regular assessment of our services and programs. We are exploring which assessment models would work best for GRRL.

Rachel and Karen gave updates on the M3 workshop in Onamia. M3 stands for Making Meaning from Multiple Datasets. We will use this assessment framework with the 21st Century Community Learning Center grant work with United Way/Partner For Student Success (UW/PFSS). It is a continuous improvement framework for programming. One gap we identified was our lack of consistent standards for youth and adult programs. We will look at standards we could apply as part of the strategic plan update.

We also synthesized staff feedback from the Theory of Change work done last fall. Our Theory of Change statement will be "People in our communities can find and use trusted information they need to thrive."

I have met a few times with our strategic plan workshop facilitator, Janice Jaguszewski. She is preparing an interactive session for April 21. GRRL Board members, Library Services Coordinators, LST members and stakeholders are invited to attend. The workshop will help us generate ideas for new strategic plan goals and objectives.

Council of Regional Public Library System Administrators (CRPLSA)

I participated in a meeting set up by Minnesota Library Association (MLA) lobbyist Sam Walseth between CRPLSA and MLA representatives and the new Minnesota Department of Education (MDE) Director of Legislative Affairs, Shelly Shafer. We discussed Minnesota library structures and state funding.

CRPLSA is meeting online on March 13 to discuss proposed legislation and strategies for Library Legislative Day. At the end of the month, CRPLSA will hold its first in-person meeting for 2020 in Roseville. One of the agenda topics is a presentation on cooperative collection management. Several academic libraries in the state are leading this effort. We are exploring whether there is also a role for public libraries.

Small Group Meetings on Budget and Fundraising

Aron and I conducted six small group staff meetings around the region in February. We discussed the budget process. Aron did a deep dive on how to interpret financial reports. We also answered questions about how fundraised dollars are used. Fundraising is separate from our operating budget, which opens the door to enhanced services for patrons, like Read Down Your Fines.

Reciprocal Registration

I met with East Central Regional Library (ECRL) Director Carla Lydon earlier this year to learn about the reciprocal registration process they developed with Arrowhead Library System (ALS). The process allows a neighboring library to issue a library card to patrons who are from a different region. We have tested this process between the Princeton and Elk River libraries. I met with Kitchigami Regional Library System (KRLS) Director Stephanie Johnson at the beginning of March. We plan to test this process at the Staples Library soon. Both Princeton and Staples are divided between counties. This means patrons sometimes live in the same city as a library from a different region. This new reciprocal registration process is much more user friendly and lets people borrow materials on the same day they come to the library, regardless of which region it is in.

Highlighted activities

- Jan. 22 – LST board follow-up meeting
- Jan. 23 – CRPLSA online meeting
- Jan. 27 – Fund Development Committee meeting, Paynesville City Council
- Jan. 28 – Partner for Student Success Partner Champion Council
- Jan. 29 – LST meeting, MDE meeting with new director of legislative affairs
- Jan. 30 – M3 workshop in Onamia
- Jan. 31 – Conference call with University of Michigan School of Information (UMSI) students on data project
- Feb. 4 – Cokato small group meeting on budget & fundraising
- Feb. 5 – Grey Eagle small group meeting on budget & fundraising
- Feb. 6 – LST strategic planning meeting
- Feb. 7 – Meeting to discuss persona development
- Feb. 10 – Career Solutions program committee
- Feb. 11 – Cold Spring small group meeting on budget & fundraising, phone meeting with strategic plan facilitator
- Feb. 12 – St. Cloud small group meeting on budget & fundraising
- Feb. 13 – St. Cloud small group meeting on budget & fundraising
- Feb. 14 – Conference call with UMSI students on data project, meeting with United Way CEO Larry Olness re: grant MOU
- Feb. 18 – Online meeting re: SimplyE grant work with Minitex, GRRL Board work session
- Feb. 19 – LST board follow-up meeting
- Feb. 25 – Stearns County presentation
- Feb. 26 – Phone meeting with Sgt. Nohner re: Stearns County jail services, 21CCLC partners meeting
- Feb. 27 – LST meeting
- Feb. 28 – Conference call with UMSI students on data project
- March 2 – Todd County presentation, meeting with KRLS director on reciprocal registration

March 3 – Wright County presentation

March 4 – Tour of possible Paynesville library site

March 10 – Regional Staff Meeting

March 11 – LST meeting

March 13 – St. Cloud Chamber Government Affairs, conference call with UMSI students on data project,
CRPLSA online legislative priorities meeting

March 17 – Benton County presentation, M3 kickoff meeting at UW/PFSS

Management Reports March 2020

**Brandi Canter
Lead Patron Services Supervisor**

Staffing

We have had a fair amount of hiring in my areas during the last couple of months. Many thanks to Human Resources staff for their help interviewing library aide applicants for Monticello and Annandale/Kimball. In addition, we interviewed for two library assistant positions in Clearwater/Foley.

Regional Staff Meetings

I have been working closely with fellow Patron Services Supervisors Rachel and Ryan to develop a plan for expanding our Regional Staff Meetings. These are meetings held for Library Services Coordinators, Patron Services and Collection Development Librarians, and other professional and/or supervisory staff. In the past, we have held these meetings twice a year – spring and fall. This year we are experimenting with quarterly meetings. We are developing a patron engagement theme to run through the meetings, with training and discussion around multiple aspects of this topic.

Workshop Presentation

I have also been working on a three-hour supervisor workshop that I will be presenting on March 12. The workshop is for the Southeastern Libraries Cooperating (SELCO) regional library system in Rochester. It is an extension of the one-hour presentation I gave at the 2018 Minnesota Library Association (MLA) conference.

Beanstack

We have wrapped up our first Winter Reading Program (WRP) with Beanstack, the new online reading tracker. We are excited to see that 915 patrons signed up for WRP on Beanstack, and 732 were active throughout the program, earning 4,157 badges. We also had 135 kids sign up for the Master of Minutes program, and region-wide, 599 have signed up for our Year in Reading program, open to ages 12 and up.

With the new month, we started a March Madness one-month program for the whole family to build a habit of reading at least 20 minutes a day. We also soft-launched 1,000 Books before Kindergarten on Beanstack, with signage going out to branches this week, and a full, public launch region-wide coming later in the year.

At the Regional Staff Meeting on March 10, we will have a session to review Winter Reading Program successes and challenges and gather ideas for how to run the Summer Reading Program.

Public Services Team

The Public Services Team met for the first time in 2020 in February. We started the year with spirited discussion on a number of matters and brought our new members up to speed on our ongoing projects.

The team recommended moving forward with dropping our billing threshold, the amount at which patrons receive a bill in the mail for fines and fees. Prior to 2012, the threshold was at \$25. This resulted in both less-than-ideal customer service and a large amount on our books as owed funds. We have been dropping the threshold since. At the start of this year, it was at \$12.50.

Dropping the billing threshold is a balancing act between trying to get the threshold as low as possible (our current goal is \$10), without exceeding our budget for mailings and other patron contacts or overwhelming front-line staff who work with patrons who suddenly received an unexpected bill. On March 2, we dropped the threshold to \$12.01 and hope to drop it again before summer to below \$12.00.

Breanne Johnson
Communications and Development Coordinator

Fundraising

March begins our locally focused campaign, Locally Growin'. This campaign keeps donations 100 percent within the branch library of the donor's choosing. Each library selects a specific "wish" item or program and a campaign goal. Over \$20,000 was raised around the region in 2019 to support a wide variety of goals. Each library's goal is unique and focuses on their community interests and needs. Our goal this year is to reach \$26,000, which is a 5 percent increase over 2019 actuals.

I conducted one-on-one meetings with our Library Service Coordinators (LSCs) during the month of January to talk about and strategize our upcoming Locally Growin' campaign. A few LSCs took the initiative to get local businesses to donate a matching gift as well!

Communications

This spring Communications and Development is helping libraries create newspaper ads for spring events. We have heard from LSCs that patrons mention seeing library event ads in the newspaper and newspaper promotion is beneficial.

Ryan McCormick
Patron Services Supervisor

Think Tank

This year's Winter Reading Program has come to a close. This was the first year that GRRL offered patrons the chance to participate online through Beanstack. Think Tank is currently evaluating this year's program and deciding what changes to make for next year. The group is also now working on how to incorporate the Summer Reading Program into Beanstack. Efforts to promote voter registration and Census participation are ongoing as well. We are hoping each branch will establish a "Participation Station" where patrons can find information on these important civic duties. Additional projects include finalizing the personalized Readers' Advisory service, regionalizing the "1,000 Books Before Kindergarten" program, and beginning GRRL's second Library Card Design Contest later this spring.

St. Cloud Friends of the Library

The St. Cloud Friends held their annual meeting in February. Rachel Thomas, Chris Mallo and I presented library statistics and highlights from the past year. Many of these activities would not have been possible without the Friends' support. They granted nearly \$50,000 to GRRL in 2019, and we cannot thank them enough.

Aron Murphy
Accounting and Distribution Supervisor

Accounting

The 2019 Annual Audit is scheduled for March 16-19, 2020. All work papers are completed and uploaded to the auditor’s website for their preliminary review. The 2021 Base Budget has been compiled and included in your Finance Committee packet. The 2021 Base Budget yields a 1.71% increase over the 2020 budget.

The below information is provided based on a GRRL Board request for more transparency around GRRL investments:

Matured CDs:

Institution Name	Maturity Date	Amount	Gross Rate	Interest
Pacific Western Bank, Los Angeles, CA	01/22/20	\$242,000.00	3.00%	\$7,260.00
Prudential Savings Bank, Philadelphia, PA	01/29/20	\$175,000.00	2.85%	\$4,987.50
Bank Ozk, Little Rock, AR	02/07/20	\$243,000.00	2.80%	\$6,806.43
Cibc, Chicago, Ill	02/21/20	\$175,000.00	2.75%	\$4,812.50
First Capital Bank, Germantown, TN	03/02/20	\$243,000.00	2.75%	\$6,719.12

Purchased CDs:

Institution Name	Purchase Date	Amount	Gross Rate	Interest @ Maturity
Pacific Western Bank, Los Angeles, CA	01/22/20	\$245,000.00	1.75%	\$4,287.50
Prudential Savings Bank, Philadelphia, PA	01/29/20	\$175,000.00	1.75%	\$3,062.50
Landmark Community Bank, Collierville, TN	02/07/20	\$245,000.00	1.80%	\$4,434.16
Mission National Bank, San Francisco, CA	02/21/20	\$175,000.00	1.75%	\$3,062.50
Preferred Bank, Los Angeles, CA	03/02/20	\$245,000.00	1.70%	\$4,165.00

New letter of credit #2234-4244 issued January 24, 2020, in the amount of \$150,000.

Jay Roos
Associate Director – Information Technology

Security Awareness Training (SAT)

GRRL subscribed to a security training service for 2020 that provides training to all staff. We already completed a baseline phish test to assess our resistance to phishing email. We also completed a Security Awareness Proficiency Assessment to gauge our overall understanding of security practices. Staff are now taking the baseline SAT courses. Throughout the year, additional quarterly training will be provided. Security training is important for every organization. No technology can stop every attack. Staff must be well trained and prepared to fend off malicious activity and trickery.

Email Security

Since December 2019, we have seen an uptick in aggressive phishing attempts against our organization. The attackers are specifically mimicking our email login page. Since these attacks began, we have been continuously tweaking and improving our defenses. We are regularly seeking new information about best practices and techniques to combat the latest tools and methods used by bad actors. We are also taking steps to analyze and block every reported attack at the firewall to protect our staff and infrastructure.

Windows 10 Upgrade

Microsoft ended support for Windows 7 on January 14, 2020. From now on, there are no security updates. Today all but three computers have been upgraded. Two of those will be removed when St. Cloud migrates to our new print solution this year. The third will be replaced this year. Most recently, the Sartell locker system was replaced with a Windows 10 computer at the end of February.

Julie Schmitz
Associate Director – Human Resources

Insurance Premiums

We experienced very few work-related injury claims in the last few years and saw a significant decrease in our worker's compensation insurance premiums in 2019. In addition, we did not have any OSHA recordable injuries or illnesses in 2019. This should result in a continued decrease in our 2020 and 2021 premiums.

Volunteer Recognition

In April, we will recognize our volunteers throughout the region. We have an appreciation letter and bookmark for all volunteers and a small gift for those who volunteer 10 or more hours in the year. We were fortunate to have 468 volunteers in 2019 and, of those, 229 volunteered 10 or more hours. The gift is provided through the generosity of the St. Cloud Friends of the Library.

Young Adult Program Training

We had 21 attendees at a training event we hosted on March 2 to learn how to create programs for young adults. State Library Services and an Anoka County librarian provided the training at no cost. There will be a second part offered at the end of March on how to deliver these programs to young adults. Last week, 11 staff members attended the virtual Public Library Association conference at the St. Cloud Library. In addition, four staff members attended the conference in Nashville in person. We have several staff attending the Lib Tech conference at the end of March to learn about recent advances in the technology field related to libraries.

Rachel Thomas
Patron Services Supervisor

Personnel

Kateri Gruber is our new Library Services Coordinator (LSC) in Belgrade and Paynesville. Kateri has been with Great River for several years, most of that time as a Library Assistant in Richmond. She has a deep understanding of library service and programming. We are all very happy to have her as the new LSC in Belgrade/Paynesville.

In February, Diane Hesselroth was promoted to Senior Library Aide in Sauk Centre.

In St. Cloud Circulation, we have had a few schedule changes due to openings. Two of our Circulation Aides, Susan Vail and Crystal Huston have accepted new schedules. Our Circulation Assistant, Twila Minter, retired at the end of February, and Circulation Assistant Katy Brothen accepted Twila's schedule. Katy started her new hours in early March. We still have a few openings in the department that we are working to fill in March.

M3 Huddle

On January 30, I attended an M3 Huddle (a daylong workshop) with Karen Pundsack, Connie Laing and Jade Lauber. M3 stands for Making Meaning with Multiple Data Sets. A workshop helps attendees understand how they can build continuous improvement into their youth programming. We attended because we will provide after-school programming for United Way/Partner For Student Success as part of the 21st Century Community Learning Center grant. We found the workshop enlightening. It helped us look at our program assessment in different ways. One of our takeaways was we could be gathering feedback in different ways from youth. We also could define our standards for programming in a clearer way for staff and volunteers. We have a few more of these "huddles" to attend, so we will be sending different staff to each one to get as many GRRL staff the huddle experience as possible.

Paynesville Ad Hoc Library Development Board

The Paynesville City Council formed an ad hoc library development board. The city has an opportunity to move the library into a vacant building in town (formerly a Shopko). The ad hoc library development board will gather information to help the city come to a decision. Karen Pundsack, Jay Roos, Jami Trenam, Kateri Gruber and I joined the ad hoc board to tour the vacant space on March 4. It is quite large, and the library would likely take up around 4,000-6,000 square feet. The interior of the building will be renovated to allow for a few leased spaces. The board currently has plans to gather feedback from the community with surveys. They are looking into demographics of the community and patrons that the library serves. They are also looking for possible grant opportunities and will be reaching out to the Kimball Friends to learn more about their current building project. This ad hoc board will be meeting from 6-8 p.m. every other week through May.

Jami Trenam
Associate Director – Collection Development

Onsite Collection Visit in Kimball

In late February, I met onsite with staff from the Kimball Library to discuss collection maintenance strategies in preparation for the new library building construction.

Acquisitions Module Update

The ordering and receiving process is a continual work in progress. The catalogers have observed the importing process for one of our main vendors, Baker and Taylor, and are beginning to take on that task as part of the weekly ordering. Additional vendors will be added in time. Receiving and invoicing processes are also moving forward, but the work is slow as we learn and adapt to the new software.

Regional Lucky Day Items

"Lucky Day" started as a pilot in select libraries in 2018. Lucky Day items are popular items that check out for one week, do not accept holds, and cannot be renewed. They are identified with a shamrock

sticker on both the spine and the cover of the item. This program was funded through regional fund development dollars dedicated to the collection.

In 2020, the Lucky Day program has expanded to all libraries. Each library will receive a handful of the newest, most popular materials for patrons to discover. The goal of the program is to provide an enhanced browsing experience in all libraries.

Statewide Projects

Library Legislative Day

As Legislative Chair of the Minnesota Library Association, one of my tasks is to facilitate development of legislative priorities for the library association as well as coordinate Library Legislative Day at the State Capitol. This year's Legislative Day will be held on March 31st. If you are interested in helping advocate for Minnesota's libraries, please consider joining us. A virtual option is also available should you wish to help by making phone calls, sending emails, or using social media.

Statewide Shared eResources Task Force

Minitex provides a statewide suite of online tools called eLibrary Minnesota (ELM). The goal of the collection is to provide digital resources that enhance education, research, economic development, and overall quality of life for the full spectrum of library users – from students in K-12 schools, to learners in post-secondary institutions, to lifelong learners in public and special libraries.

Twenty vendors have proposed e-resources for inclusion in ELM. Libraries across the state are invited to provide feedback on trial access to these databases. As a member of the Shared E-Resources (SER) Task Force, I will help review the feedback from the statewide library community and participate in final vendor demonstrations in early April. I am honored to have the opportunity to help shape the depth and breadth of online resources available to Minnesotans.

Building Reports March 2020

Brandi Canter Lead Patron Services Supervisor

Cold Spring

The city is moving forward on plans to build a new fire hall in order to free up space for an expanded library. The city council set a due date of February 20 for Requests for Proposal (RFP) for the new fire hall. The council requested that city staff, fire and police chiefs, and the Planning Commission review the RFPs prior to presenting them to the council.

Delano

Library Services Coordinator (LSC) Theresa Jacobs met on January 30 with City Administrator Phil Kern and other city staff and Friends to discuss ongoing issues with the facility. These issues include problems with the front door lock, plumbing challenges, and lighting. Within a week, the city installed two new, higher-powered toilets and did a thorough investigation of what is wrong with the front door. We are cautiously optimistic that the new toilets have resolved the issues there. The city is waiting on parts to repair the door.

In addition, the city is planning to complete exterior work on the building left over from when the roof was replaced in 2014. This work will include removing the canopy over the drive-up book drop to aid in driveway maintenance, painting stucco, and replacing decorative exterior wood elements. The city has assured us this work should have minimal impact to patron access.

Foley

Recent warm days created flooding in the staff workroom, as runoff from gutters forced water across the alley and under the back door. LSC Shelly Kuelbs notified city maintenance staff, and within hours, they created "water speed bumps" that redirected the water away from the door. We appreciate the city's quick action on this.

Kimball

The Library Building Committee continues to meet monthly. Bids were reviewed at a special meeting on February 18. The group is looking at ways to fundraise additional dollars needed for the project. GRRL Communications and Development Coordinator Breanne Johnson met with the group at their February meeting. She will continue to offer support and suggestions for connecting major donors with the committee.

Howard Lake

LSC Sara Koivisto and I met with City Administrator Nick Haggemiller and other city staff on January 13 to discuss programs and services for the Howard Lake Library. It was a good and productive meeting. Among other things, Nick and Sara started planning ways to make more use of the outdoor spaces for summer events.

The following Tuesday, the Howard Lake City Council approved a motion to hire BKV Group to review the needs of the Howard Lake Library and make recommendations for future action. In their letter to

Nick, BKV Group wrote, “the intent is to identify whether a renovation and addition to the existing building will best serve the library and community, or whether a new construction alternative on the same site offers more opportunities within a similar budget.”

Nick told Sara the study should be completed within six weeks, and he said he would be in contact with further details. We were pleased that during the council meeting, Nick brought up Sara’s and my concerns from our meeting regarding some of the current limitations of the existing building, including lack of space for a self-checkout machine, a need for a place to gather, and installing an elevator would create further challenges with staffing. Sara also addressed the council, noting that while there is space in the community room for programs like story time, it is on a different level than the library without easy access. This makes it a challenge for parents with strollers to move from the downstairs library to the community room upstairs. It also makes it less likely that patrons will come downstairs before or after the program to browse and check out books or other items.

Monticello

The city investigated the toilet issues and determined they are not able to make changes to the plumbing at this time. The city is getting bids for additional lighting in the central part of the library.

Ryan McCormick
Patron Services Supervisor

Big Lake

The city has installed a dripline in the utility room that runs into the mop sink. This process should keep the water moving, and prevent the pipe from freezing in the parking lot.

St. Cloud

There has not been any significant movement on lease discussions with the City of St. Cloud. However, we received notification in early March that, after 10 years, they would no longer pay the maintenance contract for the building’s generator.

Waite Park

Last fall, the Waite Park City Council approved moving forward with a citywide Facility Needs Assessment. They will be looking at all city facilities and are including the library in this effort. This assessment is the first step in addressing the space constraint challenges of the current Waite Park Library building. There have also been some furnace-related challenges in the building this winter. Repairs were made, and everything is currently working.

Rachel Thomas
Patron Services Supervisor

Paynesville

The back wall of the library has been leaking water. The city is making repairs to the wall and the roof to stop the leaking. They have worked on this very quickly, and our staff will keep an eye on things and report anything unusual to the city.



Grants Vision

Submitted by Breanne Johnson

Communications & Development Coordinator

BOARD ACTION REQUESTED

Information

Discussion

Approve/Accept

RECOMMENDATION

Review the Grants Vision document.

BACKGROUND INFORMATION

Supporting Documents Attached

The Communications & Development (ComDev) department will begin to focus on grants from foundations and state and national entities to make our dreams of creating region-wide opportunities a reality. This document details the divisions of financial fundraised support. Our goal is to approach grant writing proactively to achieve our strategic plan goals. This vision is in alignment with our Fund Development Plan to expand support for the library through foundation grants.

FINANCIAL IMPLICATIONS

Estimated Cost:

Funding Source:

Budgeted: Yes No N/A

ACTION

Passed

Failed

Tabled

Great River Regional Library Grants Vision

Introduction to GRRL overall fundraising

Fundraising is important at GRRL because it helps us grow and bring our imaginations to life. As we grow fundraising efforts, we can begin to consider and implement big ideas. Ideas, that before may have been “too big” or only possible through applying for grants, now will happen using fundraised dollars (from regional efforts like Year-End Campaign and Summer Reading Program). Even bigger ideas to keep GRRL flourishing and forward thinking is to take grants further to larger national and state stakeholders. Communications and Development (ComDev) department is shifting to focus on grants from foundations and state and national entities to make our dreams of creating region-wide opportunities a reality. Fundraising overall gives us the opportunity to grow and better serve our communities.

Divisions of support

GRRL regional	GRRL branches	Outside entities
<ul style="list-style-type: none">• Foundations/grants planned with strategic goals	<ul style="list-style-type: none">• Locally Growin' campaign	<ul style="list-style-type: none">• Local grant opportunities

Outside entities include Friends of the Library groups, local library boards and city partners. By giving outside entities the opportunity to apply for local grants, branches can put their time and effort into their Locally Growin' campaigns instead of local grants. The library system, instead of focusing on smaller monetary grants (under \$1,000), will concentrate on grants with region-wide benefit. Library-related grants by these entities must follow GRRL policies and align with strategic plan goals. Related policies include Collection Development – Chapter 3 (Gifts), and Communications and Fund Development – Chapter 2 (Fund Development). Both can be found on the library website.

2020 grants policy and procedure update

Reasons for change:

- As Year-End Campaign and undesignated donations increase, we are able to consider larger opportunities and fulfill branch requests internally rather than time and money on grants.
- Staff capacity
 - Collection & cataloging.
 - Time and effort on writing grant with no guaranteed gift offer.

Opportunities for regional growth:



No change:

- Staff may still submit ideas for grants.

Fundraising Plan

Fundraising Plan strategy for grants:

GOAL: Expand support to the Library through foundation grants.

Financial goals: Averaging \$15,000 annually by 2021

Strategies:

1. Identify new programs and/or initiatives for foundation support
2. Identify potential foundation funders and their priorities
3. Contact and develop relationships (program officers, board) with the top 5-10 foundations most likely to support Library projects
4. Target high-priority Library projects, tied to likely funders, for which to seek support

Outcomes by end of 2019:

1. Identification of new projects or areas at the Library for which to seek foundation support
2. Short list created of the most likely foundation funders created (based on research) and contact made with each

GRRL fundraising policies and procedures

Current policy:

Accounting – 300 Financial Chapter 8. Grants

The Great River Regional Library may apply for grants that support the operating budget, services and programs to the patrons of the GRRL service area. Board approval is required on grant applications. The Regional Library Basic System Support (RLBSS) grant application will be filed annually to support the operating budget.

Procedure: 1) An evaluation of the grant's impact on the library's operating budget and staffing for future years and the cost of administering the grant will be done prior to application. 2) In rare instances, the Board may delegate signature authority for grant application(s) to the Executive Director in order to facilitate submissions being received in a timely manner.

Revised policy:

Accounting – 300 Financial Chapter 8. Grants

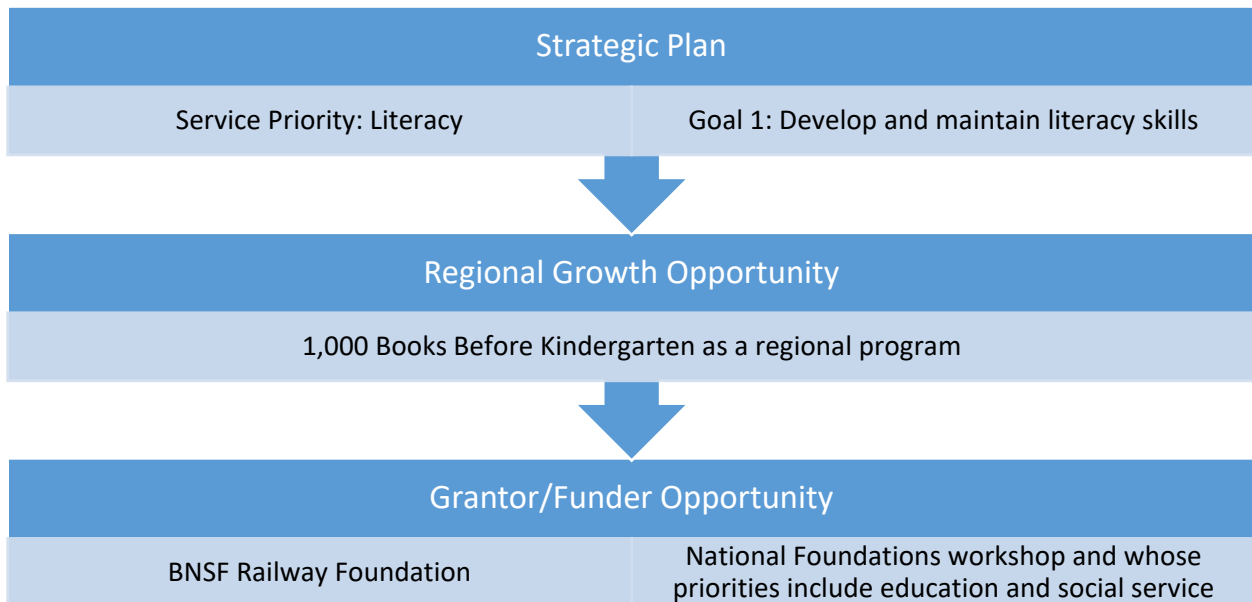
The Great River Regional Library may apply for grants that support the operating budget, services and programs to the patrons of the GRRL service area. Board approval is required on grant applications [of \\$6,000 and more. An evaluation of the grant's impact on the library's operating budget and staffing for future years and the cost of administering the grant will be done prior to application.](#) The Regional Library Basic System Support (RLBSS) grant application will be filed annually to support the operating budget.

2020 grants procedure update

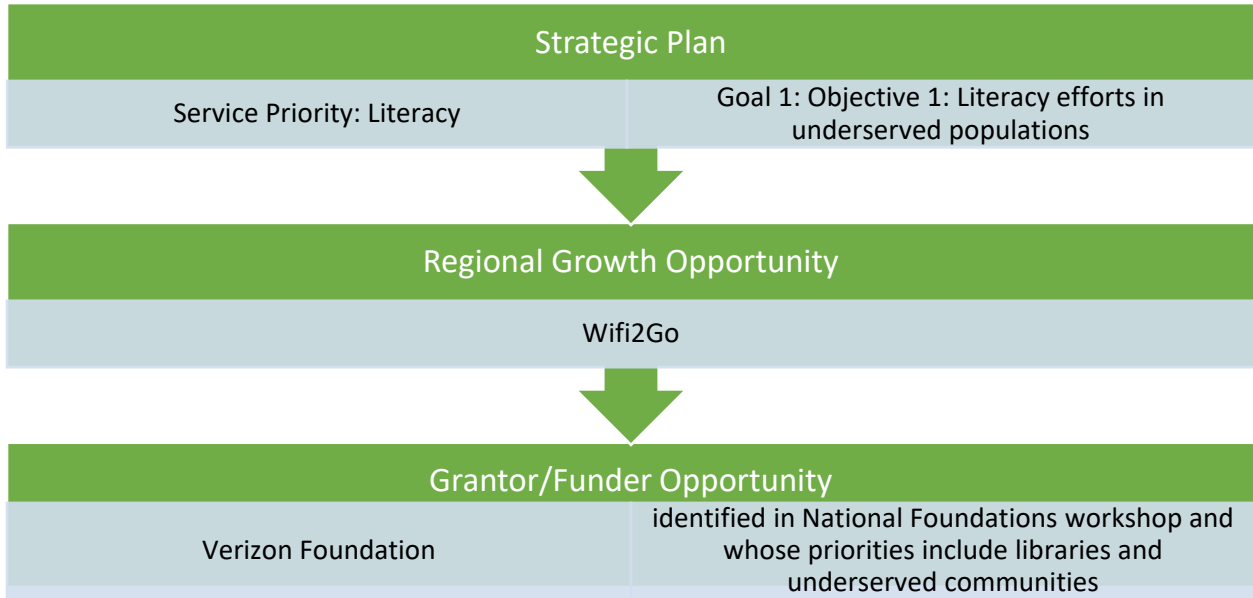
New procedure:

- ComDev Coordinator attend “National Foundations” and “Minnesota Foundations” workshops held by Minnesota Council of Nonprofits and Access Philanthropy to learn about upcoming year grant opportunities and trends
- ComDev Coordinator will research opportunities with Libraries Foundation center (libraries.foundationcenter.org) for opportunities
- ComDev Coordinator will track national and state library grant opportunities
- LSCs may work with outside entities (FOL, cities, library boards, Lions Club, etc.) for additional dollars or grant opportunities, with supervisor approval
- Link and schedule grants to apply for that align with strategic plan goals and/or objectives

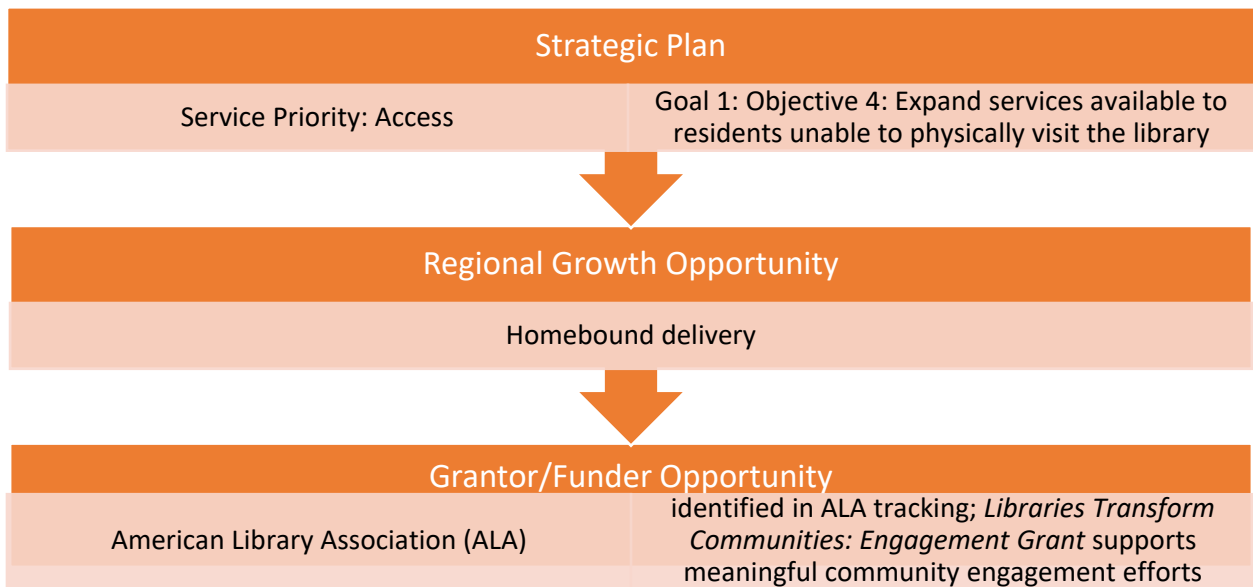
Example #1:



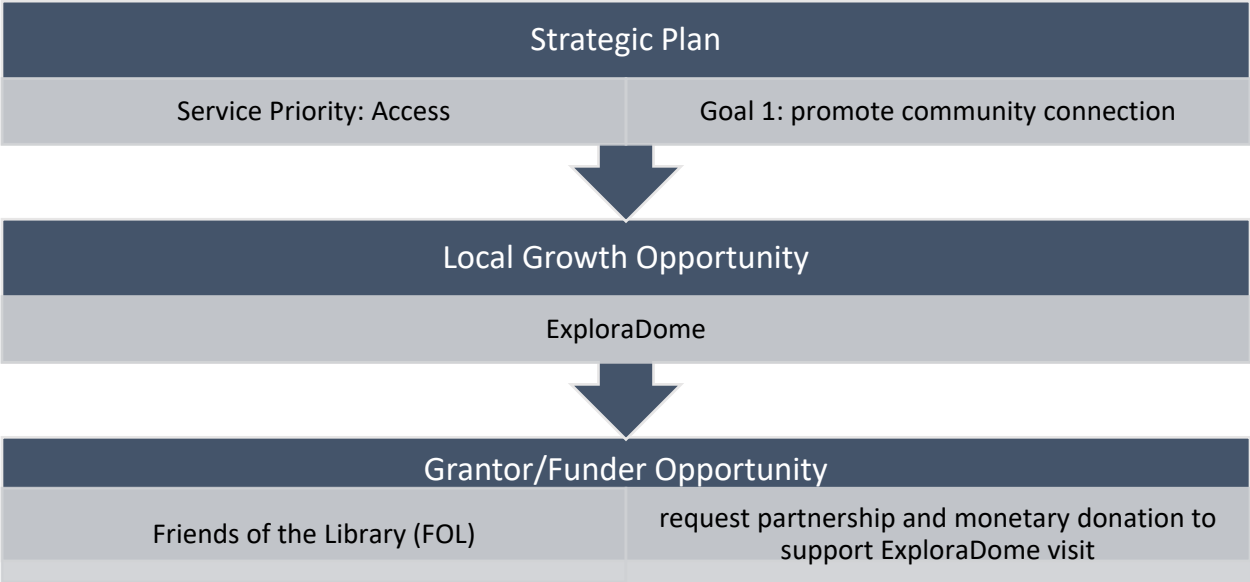
Example #2:



Example #3:



Example #4:



Example Calendar:

<p>January Goal: ALA draft by January 17th</p>	<p>February Feb 3rd 2020: ALA <i>Libraries Transform Communities</i> deadline</p>	<p>March</p>	<p>April</p>	<p>May Contact our representative from Books for Africa on their grant experience with Verizon Foundation</p>	<p>June Research about the Verizon Foundation</p>
<p>July Contact Local Community Relations Manager of Verizon Foundation for details on grant application</p>	<p>August</p>	<p>September</p>	<p>October Goal: Verizon Foundation grant draft</p>	<p>November</p>	<p>December Goal: Verizon Foundation grant submission</p>

March 17, 2020



Grants Policy Revision

Submitted by Aron Murphy, Accounting & Distribution Supervisor
Breanne Johnson, Communications & Development Coordinator

BOARD ACTION REQUESTED

Information Discussion Approve/Accept

RECOMMENDATION

Revise Financial policy Chapter 8. Grants to align grant request levels with fund development practices and accounts payable approval levels.

BACKGROUND INFORMATION

Supporting Documents Attached

- Financial Policy Chapter 8. Grants

This policy revision would align with the new Grants Vision. This vision allows GRRL to concentrate on grants with the greatest region-wide benefit. Grants lower than \$1,000 will be referred to Friends groups, local library boards and city partners. This is the same level of funding we use to define our major donors. Grants between \$1,000 and \$5,999 would be subject to Executive Director approval.

The policy revision would set GRRL Board approval for all grants \$6,000 and more, which would align with our Accounts Payable policy. Board approval for accounts payable is set at purchases of \$6,000 and more.

FINANCIAL IMPLICATIONS

Estimated Cost: \$ N/A Funding Source: N/A Budgeted: Yes No N/A

ACTION

Passed Failed Tabled

Current Policy**300 Financial Chapter 8. Grants**

The Great River Regional Library may apply for grants that support the operating budget, services and programs to the patrons of the GRRL service area. Board approval is required on grant applications. The Regional Library Basic System Support (RLBSS) grant application will be filed annually to support the operating budget.

Approved Date: 03/20/2007

Effective Date:

Revised Date:

Procedure: 1) An evaluation of the grant's impact on the library's operating budget and staffing for future years and the cost of administering the grant will be done prior to application. 2) In rare instances, the Board may delegate signature authority for grant application(s) to the Executive Director in order to facilitate submissions being received in a timely manner.

Revised Policy**300 Financial Chapter 8. Grants**

The Great River Regional Library may apply for grants that support the operating budget, services and programs to the patrons of the GRRL service area. Board approval is required on grant applications [of \\$6,000 and more. An evaluation of the grant's impact on the library's operating budget and staffing for future years and the cost of administering the grant will be done prior to application.](#) The Regional Library Basic System Support (RLBSS) grant application will be filed annually to support the operating budget.

Approved Date: 03/20/2007

Effective Date: [03/17/2020](#)

Revised Date: [03/17/2020](#)