



## July 2021 Meeting Minutes

PRESENT: Doran Stegura  
Melody Puffenbarger  
Betsy Curry  
Carol Turrentine  
Alex Davis  
Dr. Breyette Covington  
Steve Morelli, Board of Supervisors  
Dr. Jennifer Brown, Director  
Debbie Sweeney, Assistant Director

ABSENT: James Stewart  
K. Wayne Glass, Foundation Liaison

VIRGINIA: At a Regular Meeting of the Augusta County Library Board held at the Stuarts Draft Library Station Stuarts Draft, Virginia on July 22, 2021 at 4:00 p.m. and in the 245th year of the Commonwealth. . . .

### **Call to Order**

In response to the Covid-19 pandemic, the Board meeting was held by electronic communication means using Zoom as well as in-person attendees.

The meeting was called to order at 4:03 pm by chair, Doran Stegura.

New Board member, Alex Davis, was welcomed as the representative for the Pastures district.

### **Delegations**

None

### **Minutes**

The minutes of the May 27, 2021 meeting were approved as submitted.

### **Friends of the Library**

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The Friends have not met; Jennifer Brown and David Whitcomb will meet in August to work on transitioning leadership. The Friends and the Foundation each need new leadership, either separately or combined.

### **Committee Reports**

None

### **Funding and Budget**

The library will be receiving \$23,835 from the American Rescue Plan (ARPA) funds which need to be spent by September of 2022. Emphasis will be given to updating infrastructure for staff and patrons.

The Emergency Connectivity Fund (ECF) is funding set aside for improving access to broadband internet services. The library will not be pursuing this funding currently due to strict reporting constraints requiring personal information along with signed waivers declaring the services provided are the only means by which the person would have internet service, and hotspot usage lower than anticipated likely due to lack of access to reliable cell service.

### **State of the Library**

Usage statistics are increasing after opening to the public. Outside programming was offered during the summer as well as a few indoor teen and adult programs. More indoor programming will be offered in the fall. Marketing materials will be compiled in coordination with Parks and Rec and focus on families and seniors initially. Extended hours will be announced and begin September 1, 2021. Meeting rooms and notary services will return in the fall. Utilization of volunteers is changing regarding what services they can provide and that staff must be present in the building while volunteers are on duty.

Staff received a 2% cost of living raise and merit raises beginning July 1, 2021. A \$5,000 grant from the Community Foundation will be put towards re-engaging the community and outreach opportunities such as programs at remote locations and pop-ups for checkouts. Ali McCue will be coordinating.

Staff are rearranging space in the basement to provide better work and office space for Matt Frenger, IT Specialist. His role and the roles of Ms. McCue as Outreach Manager and Doug Keith as Librarian I/Branch Manager and Integrated Library System administrator are under revision/clarification.

Jessica Walker, Craigsville Station Manager, resigned and Anna Cranfill was hired in



her place. Carrie Whitlock was hired as the Library Assistant II, Adult Services. Both started on July 16, 2021.

Jennifer Brown attended several meetings and training provided by the Library of Virginia, including information on ARPA Funding, ECF Funding, a Friends of the Library workshop, Boards and Trustees workshop, and an Emergency Preparedness workshop.

She attended the June and July County Department Heads meetings and met with the county's Finance department. Ms. Brown attended the June Talking Books Center Board meeting where she learned of their budget shortfall for FY22 due to localities' reduced contributions. The Center will have to dip into savings and is planning an October 5K fundraiser. Additional meetings include the July Programming Forum members' meeting, the Virginia Library Association Council meeting, the June and July Valley Libraries Connection Directors meeting, and the Economic Outlook Breakfast. The breakfast focused on how the Staunton-Augusta-Waynesboro (SAW) region has fared during COVID and revealed opportunities to serve home-based businesses and partnering with workforce development.

### **Strategic Plan Progress**

Progress continues toward fulfilling the strategic initiatives.

Under the Collection category the plan to launch services to homebound individuals is in the beginning stages. Each budget year staff will advocate for funding to provide weekly courier service for more frequent branch and station collection refreshes. Staff applied for but did not receive a Home Depot Grant to fund developing, promoting, and maintaining a Library of Things (including toys, professional attire for job interviews, tools, etc.) to be cross marketed with other relevant collection materials. Staff employed the Ingram Diversity Report to rebalance and diversify the collection and discovered the library is only slightly behind the national average. The Fishersville collection was aggressively weeded and rebalanced and the collections at other locations are in process. Staff is employing market segmentation data for outlet specific collection development purchases.

Under the Communication category progress was made in the internal communications category. Staff began using Google Drive as a shared drive. Staff were surveyed for what kinds of documents were desired in the shared drive and a folder structure was created. Documents were migrated and self-paced training was provided for staff to complete by August 5, 2021. One on one training is available for staff needing additional

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help.

Concerning external communications, staff will continue to coordinate with Parks and Rec in configuring the Activities Guide and providing joint electronic and print materials. Fall/winter programming will be targeted to families and seniors and GovDelivery will be used in place of Mail Chimp. With the aim to develop system wide branded, thematic programming to facilitate more cost-effective targeted marketing Adult and Youth Services are holding joint programming meetings to identify themes for programming. The program proposal process was streamlined and introduced to staff and a training plan for new staff was developed. In order to test non-electronic, targeted communications to underserved market segments staff are developing a list of community partners and organizations with similar service goals to the library with whom to share information related to library services. Staff plan to utilize these partners and other organizations to spread information to their clients about library programs, thereby potentially reaching non-library users. Staff developed a system for base-line measures of cardholders, program participants, and platform use based on information collected during the FY20 and FY21 years and identified additional information to collect for future fiscal years. Staff will add FY19 information, the last full year prior to Covid19.

The Adult Services Manager, Youth Services Manager, PR/Marketing Specialist, and Outreach Manager are joining the Director in planning the 2021 Staff Development Day. Activities planned for the day include training to increase staff comfort with verbally promoting the library and effective merchandising techniques, and introducing a family of Readers Advisory publications for online referral and in-library distribution. Staff continue to use the password protected blog for information related to staff availability, programs, etc.

Under the Programming category, there is not as high a demand for the hotspots as staff expected. This is likely due to areas needing the hotspots not having reliable enough cellular service for the hotspots to connect. The service will be continued for now, but if circulation or demand does not increase then additional hotspots will not be purchased. Budgeting for additional staff, supplies, and a mode of transporting materials to support programming will be included in the upcoming budget year. Several methods for alternative program delivery are in use or planned including outdoor storytimes in the Stuarts Draft Park, a puppet show in the Churchville Library parking lot, and an outdoor art exhibit. Additional and diverse passive programs include Pride Month grab bag crafts and storywalks.



### **Correspondence**

Copies of all correspondence are in the packet.

### **Old Business**

Technology Plan approved as submitted

### **New Business**

Meeting schedule for 2022: Meetings will be held every other month on the fourth Thursday at Fishersville with exceptions for the November meeting to be held on November 17, 2022, and the July, 2022 meeting to be held at Churchville Library.

Board Self-evaluation tabled until next meeting.

Meeting Room Policy approved as submitted.

Laptop Checkout Policy approved as submitted

### **Adjournment**

With thanks expressed to Dr. Brown and there being no further business, the meeting adjourned at 5:15 pm. The next regular meeting will be held on September 23, 2021, at the Augusta County Library at 4:00 p.m.

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Secretary