

**Minutes**  
**Blue Ridge Regional Library Governing Board**  
**Collinsville Branch Library**  
**January 24, 2018**

Board members Margaret Caldwell, Janet Demiray, Betsy Haskins, Diane Hubener, Bill Kirby, Carol Meyer, Mary Ruth Reynolds, Bernice Scales, and Mary Campbell Stromire were in attendance.

Also attending were Director Rick Ward and Staff Administrative Assistant George Gutshall.

Board members Jim Allen and Kathy Hodges were absent.

**Call to Order:**

Board Chair Betsy Haskins called the meeting to order at 12:07 and welcomed those in attendance.

**Minutes:**

The minutes from the December 20<sup>th</sup> meeting in Martinsville were presented and Bernice Scales moved that the minutes be approved, Mary Campbell Stromire seconded, and the motion passed unanimously.

**Financial Report:**

George Gutshall reviewed the library's financial report.

He reported that the first six months of the fiscal year were good. In addition to what was listed in his report, the library received a \$5,000 donation to the Bassett branch from the Stanley Foundation and a \$2,000 donation from an anonymous source for the Collinsville branch.

On the expenditure side, the electric bill for the Ridgeway branch was over \$1,100 for December so we are having the HVAC system looked at. Comfort Systems, who handle our repairs, think it may be due to the system going into emergency backup mode due to the cold weather and has stuck in that mode.

He noted that our budget requests will be due to the localities soon plus discussed the audit for last fiscal year. Gary Collins from Stifel will be at the February board meeting to discuss the financial outlook for the upcoming year.

Margaret Cardwell moved that the financial report be accepted as presented, Bill Kirby seconded, and the motion passed unanimously.

**Committee Reports:**

Margaret Caldwell reported that she and members of the Marketing Committee have come up with a plan for promoting the library and ways that the Board of Trustees can help with that effort. One suggestion was for every board member to invite their representative to meet with them and the branch manager in their district's library in February to show them what we have to offer. (A copy of the plan is attached to the end of the minutes.) On a motion by Margaret Caldwell, seconded by Bernice Scales, the board voted unanimously to adopt the plan. There was also a discussion of signage for each branch and Rick reported that at the Interdepartmental meeting the department heads suggested we get some type of sign that can be changed easily such as the sandwich boards that the Friends use for their book sales.

**Old Business:**

Janet Demiray reported that the bookmobile fund now has approximately \$152,000 and this does not include the grant from the Richard Reynolds Foundation in the amount of \$20,000. She also noted that we received around \$12,750 in donations from the middle of December until now. Rick said that the RFP's had been sent out at the first of the month.

**New Business:**

Rick reported that the JOIDES Resolution project is proceeding and, due to the unwillingness of Ocean Leadership to pay to change the airline ticket, he made the decision to pay for Leandio Gravely's ticket to go to the training at Texas A & M next week. There will be training for the project at VMNH on February 10<sup>th</sup> for staff and board members who are interested in participating. Sign up is required so they can get a head count. The kickoff for the project will be February 17<sup>th</sup> at the museum and each branch of the library will receive a kiosk on February 20<sup>th</sup> with our celebration on March 3<sup>rd</sup> at the Bassett branch.

The library system now has a new Employee Assistance Program (EAP) with Optima Health.

We will be getting a display titled *Strong Men & Women of Virginia* from the Library of Virginia during the month of February which is Black History Month and one of the people honored is Dana Olden Baldwin, Martinsville, physician and entrepreneur. It will be located at the Martinsville library.

**Friends Report:**

Mary Campbell Stromire reported that the next Friend's sale in Martinsville has been rescheduled from February 10<sup>th</sup> to February 17<sup>th</sup> and will be from 9:30 – 2.

**Director's Agenda:**

Director Ward referred the board to the printed director's report.

He pointed out that the library now has an online reference service. It is located at the top center of our webpage and is called "Ask a Librarian".

We will also try, on a trial basis, to start an ILL service with the Martinsville High School.

On a motion by Janet Demiray, seconded by Carol Meyer, the board voted unanimously to hire Washington Electric to replace the outside wall packs at the Bassett branch as well as fixing the fans and ceiling in the branch's bathrooms.

**Adjournment:**

Bernice Scales moved that the meeting be adjourned at 1:25, Margaret Caldwell seconded, and the meeting was adjourned.

Recorder  
Rick Ward

Carol Meyer  
Secretary

# **Blue Ridge Regional Library Marketing & Advocacy Plan Preliminary Draft**

## **Board of Directors 2017 - Public Relations Subcommittee - 1/23/17**

How will we implement our Long-Range Plan to market, publicize and advocate for our library system in Martinsville, Henry and Patrick Counties to fulfill our Mission Statement and Trustee Handbook?

**Mission Statement:** The mission of the Blue Ridge Regional Library is to provide free, friendly service and access to timely materials that educate, enrich, and entertain the entire community. To drive our mission, we set the following goals to tell the story of BRRL.

### **Goals**

- To survey library users and non-users to ascertain our residents' needs as they pertain to our mission.
- To increase public relations, trust and value of the libraries in our communities, so our libraries are seen as an essential service.
- To increase public access and awareness of library user services, resources and events.
- To increase attendance at programs/events.
- To increase cardholders.
- To increase checkouts.
- To increase the use of online resources, through the use of our website, Facebook pages and other social media. Increase the "Likes" on our FB page.
- To advocate for the increased social and financial support of our elected officials for our library system.
- To work with our staff, and use professional resources and tools to implement, measure and evaluate the effectiveness of our public relations plan.

(Based on sources from the American Library Association/Public Library Association.)

### **Target Audiences**

- The citizens of Martinsville, Henry and Patrick Counties, Virginia
- Our elected officials and civic leaders.

### ***Proposed Marketing & Advocacy Board Tasks - 2017 - 2018***

Support the marketing of the priorities of the BRRL Board of Directors, Foundation and professional staff. (Bookmobile, Branch Wish Lists, etc.)

Assist our managers and staff and Friends of the Library in promoting National Library Week, April 9 - 15, 2017, including recognizing staff on Library Workers' Day, 4/17, and Bookmobile Day, 4/18. (The Foundation is making plans for the latter.)

Ask all Board Members to contact their local representatives on a quarterly basis, and invite them to "meet me at the library" in their district.

Research, design and disseminate a survey for the public to determine their knowledge of library services, convenience, communication and users' needs.

Create additional ways to educate our residents about our services and what makes the BRRL unique and valuable. Our staff, website and Facebook pages are already outstanding resources. Interview patrons at all branches to obtain first person testimonial stories/quotes of how the library has changed their lives for the better.

Add a hard copy calendar of upcoming library system events at all branches, for those who do not use the Internet.

Thank the Martinsville Bulletin and other media for features about our libraries, and increase their coverage of our events. Ask for a monthly feature on what's happening at the BRRL.

Enlist staff and volunteers for a Speakers' Bureau, educate/train them to represent BRRL, speaking to civic organizations about our library services and events.

Record public service announcements and interviews periodically, especially National Library Week (such as those done at WHEO).

Evaluate and increase our marketing to subgroups within our target audiences, by age, interests, etc.

Enlist and develop the support of local book clubs.

Increase partnerships with local agencies, businesses, educational and other institutions to fulfill our Mission Statement.

Consider submitting one or more library events to the American Library Association's annual *John Cotton Dana Library Public Relations Award* (\$10,000 grant).

### ***Tasks for next subcommittee meeting - Wednesday, February 1, 1 p.m., Martinsville Branch***

We will research and read resources from ALA and other libraries.

Betsy Haskins will consult with Director Rick Ward, and obtain names and contact information for local educational institutions regarding how we can increase partnerships and support for one another (Local School Superintendents, PHCC, NCI Presidents and Librarians).

Mary Ruth Reynolds will research and share information about 2017's National Library Week.

Margaret Caldwell will research and create a draft of a public survey regarding their knowledge and use of our libraries, for approval of the Director and Board of Directors.

### ***Marketing & Advocacy Subcommittee Meeting - 2/1/17***

Betsy, Margaret, and Rick Ward attended. We appreciate Rick giving his time and expertise. Mary Ruth was unable to attend. Margaret gave preliminary information on ALA and other research. Rick said Catalog Librarian Melissa Rich did an in-house survey a couple of years' ago, and gave each of us a copy. Margaret will follow up to design survey drafts, using Melissa's survey and the ALA templates. We agreed the in-house survey should be two pages in length and the outside, public survey should be one page. The former could be distributed at the library branches and through the website. The latter could be distributed by board members, staff, Friends and other volunteers setting up a table in public places on a Saturday, such as the two Walmart stores, Kroger, Spring festivals and Lowes Foods in Patrick Co. The public survey could be sent by email to our government representatives. We agreed a good time to distribute our surveys could be a week before National Library week.

Rick has some promotional items left from last year, i.e. pencils, pens. We would like to give something, such as the latter or a piece of hard candy as a thank you for completing a survey.

Rick said about \$800 remains in the budget for marketing the library system.

Betsy will follow up with Bassett Branch Librarian Karen regarding the school systems, since she has an established relationship with Henry County. Rick said we cannot support specific curriculum, but can support literacy. He also said Reference Librarian Randy and Melissa take the lead on promoting National Library Week. A list of book clubs may be started with the help of Betty Jo, which Mary Ruth will compile.

**Next Board of Directors' Meeting - February 15, 2017.**