

MINUTES
Lexington County Library Board Meeting
Lexington Main Library
July 31, 2023
10:30 AM

The Lexington County Library Board held its regularly scheduled meeting on Monday, July 31, 2023 in the Lexington Main Library beginning at 10:30 AM. Chair Linda Griffith presided.

Mrs. Tiffany Lastinger gave the Invocation.

Members Attending: Mrs. Linda Griffith Mrs. Tiffany Lastinger
 Mrs. Mary Ann McClintic Mr. Vachel Jones
 Mr. Bill Jones Mr. George Duke

Members Absent: Dr. Renita Irving (Prior Commitment)
 Mrs. Cherise Arrendale (Prior Commitment)
 Mrs. Stephanie Sturkie (Prior Commitment)

Also in attendance: Kelly Poole, Director; Michelle Williams, Deputy Director of Personnel; and Wendy Groscost, Executive Assistant

In accordance with the Freedom of Information Act, a copy of the agenda was posted on the Library’s website and in the lobby of the Lexington Main Library.

Adoption of Agenda – Board Meeting on July 31, 2023

Chair Linda Griffith asked for a motion to adopt the agenda. Mr. Bill Jones made a motion to adopt the July 31, 2023, agenda, seconded by Mrs. Mary Ann McClintic.

Chair Linda Griffith called for the vote.

In Favor: Mrs. Linda Griffith Mrs. Tiffany Lastinger
 Mrs. Mary Ann McClintic Mr. Vachel Jones
 Mr. Bill Jones Mr. George Duke

Approval of Minutes – Board Meeting on June 26, 2023

Chair Linda Griffith asked if there were any additions or corrections to the June 26, 2023, meeting minutes. Mrs. Tiffany Lastinger made a motion to accept the June 26, 2023, seconded by Mr. Bill Jones.

Chair Linda Griffith called for the vote.

In Favor: Mrs. Linda Griffith Mrs. Tiffany Lastinger
 Mrs. Mary Ann McClintic Mr. Vachel Jones
 Mr. Bill Jones Mr. George Duke

Motion to go into EXECUTIVE SESSION – Mr. Bill Jones moved to go into Executive Session for a discussion regarding a patron’s appeal of No Trespass Warning, inviting Director Poole, Deputy Director Michelle Williams and Executive Assistant Wendy Groscoast to also attend. The motion was seconded by Mr. Vachel Jones.

In Favor:	Mrs. Linda Griffith	Mrs. Tiffany Lastinger
	Mrs. Mary Ann McClintic	Mr. Vachel Jones
	Mr. Bill Jones	Mr. George Duke

Discussion regarding a patron’s appeal of No Trespass Warning – EXECUTIVE SESSION

Reporting out of EXECUTIVE SESSION - Chair Linda Griffith reported out of Executive Session with one vote taken. Mr. George Duke made a motion to defer their decision until the August Board Meeting when the patron can attend, seconded by Mr. Bill Jones.

Chair Linda Griffith called for the vote.

In Favor:	Mrs. Linda Griffith	Mrs. Tiffany Lastinger
	Mrs. Mary Ann McClintic	Mr. Vachel Jones
	Mr. Bill Jones	Mr. George Duke

Chairman’s Report

Chair Linda Griffith asked that members of the Board make every effort to attend scheduled meetings. Please notify Director Poole and herself if they are unable to attend a meeting. Absences can affect the ability of the Board to vote if too many are absent.

Committee Reports – Chair Linda Griffith asked if there were any Committee Reports.

- **Finance Committee** (Mrs. Stephanie Sturkie) – There was none.
- **By-Laws and Library Policies Committee** (Mr. George Duke) – There was none.
- **Long-Range Planning/Advocacy Committee** (Mr. Bill Jones) – There was none.
- **Facilities/Branch Committee** (Mr. Bill Jones) – There was none.

Director’s Report – Director Poole gave the Director’s Report and shared the Bank Reconciliation Report for June 2023.

Director Poole shared with the Board that she attended a SC Association of Public Library Administrators (SCAPLA) meeting on July 21. The meeting was hosted at the Irmo Branch Library. Director Poole reviewed with the Board that SCAPLA and the SC State Library work together in many areas. This year, SCAPLA is working toward a goal of \$3.00 per capita for SC State Aid to Public Libraries. This may require the need for more focus and advocacy from the Board. There has been more criticism lately of ALA as a professional organization. Director Poole reminded the Board that ALA does not govern us nor fund the library. They are utilized more for resources for staff development, policy, and procedure and annual conferences and awards. She encouraged the Board to please reach out to her if they need help responding to any questions regarding ALA.

Director Poole shared with the Board that the Lexington Chamber of Commerce has formed a Non-Profit Council and she attended a meeting at the end of June. Multiple organizations attended, including Sister Care and Mission Lexington. She also informed the Board that Reference Coordinator, Amanda Stone, is a member of the Lexington Chamber's Small Business Council.

Director Poole highlighted the current Summer Reading Program totals to the Board. Participants have until August 14 to turn in their tracking cards for prizes, so the numbers should increase. As of today, the total number of registered participants is 9,514. In 2022, the total number of summer reading participants was 8,488. That results in an increase of over 12% so far for this year. Thanks to all staff for their hard work and for enthusiastically promoting Summer Reading.

Director Poole shared with the Board that she had recently been made aware of a book complaint, and that the patron had expressed their concerns about the book on their personal Facebook account. The subject of the book was about gender identity and it was displayed in the children's fiction section. The concern was brought to County Administrator Lynn Sturkie's attention, and he contacted Director Poole about the complaint. The decision was made to pull the books from the three branches that they were located so that the book could be reviewed by a committee to determine the next step. The Board agreed that committee review was a start, and that Director Poole may want to share the committee's results with Mr. Sturkie and members of County Council. The Board members commented that there are many filters and processes in place in the policy that books and materials have to go through before they are added to the collection. Director Poole stated that the Library is an advocate for Freedom to Read, and a possible outcome could be that the book is relocated to a different section of the library. She will update the Board once the committee has reviewed the book.

Unfinished Business – Chair Linda Griffith asked if there was any Unfinished Business. There was none.

New Business – Chair Linda Griffith asked if there was any New Business. There was none.

Educational Segment – Strategic Plan Update

Goal champions each presented their team's information to the Board.

Goal One: Increase Services

- **Objective 1: Provide Online Payment System**
Increase usage 10% second year after online PAC implementation. Action items include: Review portal with Treasurer's office and Community Development (completed), create a Statement of Work with Envisionware and requisition (completed), consult with VikingCloud concerning the PCI compliance requirements and required SAQ-A and review Wells Fargo account questions.
- **Objective 2: Expand Material Types to meet broader needs of the community**
Create 20 kits by FY24 Q4 and increase usage 10% by FY24 Q1. Action items include: Evaluate other types of materials, identify Policy modifications, develop circulating pass system with local parks and museums including State Parks, Columbia Museum of Art, Cayce Historical Museum, and Lexington County Museum (completed) and contact EdVenture and Confederate Relic Room and Military Museum for partnerships. We added 61 new items between FY22 Q3 and FY23 Q4.
- **Objective 3: Improve functionality of and access to patron-facing technology**

Increase technology use 10% by FY24 Q4. Action items include: acquire iMac hardware and software including Adobe CC (completed), Admin and reference staff training (completed), iMacs installation, install Spanish Inets at Pelion, Gaston, Batesburg, and Cayce West Columbia (completed), install XMFax - Success rate up from 67% to 90% (completed) and shift solutions to Dell Optiplex Inets instead of 10Zig Thin Clients.

- Objective 4: Augment local history collection
Digitize one collection/year and increase number of catalogued local history materials in the SC room 5% by FY 24 Q4. Action items include: scan library photos, establish baseline measurement: codify SC shelf location/deselection, establish materials budget and protocol for FY24, clean and evaluate SC Room collection to establish baseline for growth of collection (completed), add shelving and storage for scanning (completed) and procure Quartex scanning platform.
- Objective 5: Provide a broader range of programs and events that reflect the community
Improve satisfaction survey results, increase program partnerships 3% annually and increase program attendance 10% by FY24 Q4. Action items include: develop survey, track partnerships, analyze County demographic (completed), compile community analysis data (completed) and survey questions. We now have a total of 40 community partnerships.
- Objective 6: Support local businesses and increase business-related services
Increase small business-related database searches 10% by FY 24 Q4. Action items include: ongoing outreach to local businesses, join three local Chambers of Commerce (completed - fourth pending), create small business resource flyer (dispersed to SRP partners FY23) and create small business resource page.

Goal Two: Provide Easier Access to Resources

- Objective 1: Improve access to library card ownership
Increase active cardholders 5% by FY23 Q4 and increase number of new cards issued 2% by FY23 Q4. We had an increase of 33% in new registrations from FY22 to FY23.
- Objective 2: Improve access to services for non-English speaking community
Expand bilingual program offerings 20% by FY24 Q4 and increase Spanish materials circulation 10% by FY24 Q2. We had a 65% increase in Spanish materials circulation from June 30, 2022 to June 30, 2023.
- Objective 3: Improve online access to library services
Add five virtual services by FY24 Q4 and increase website views 10% by FY24 Q4. Action items include: Select and procure ecommerce, select and procure mobile app, create online readers' advisory form for children (completed), create online purchase request form (completed), evaluate email system to provide library card numbers to patrons, improve access to databases through email authentication/proxy (completed), redesign PAC/update database and create monthly e-mail newsletter (completed)
- Objective 4: Provide library facilities that are appealing and accessible
Complete ADA audit and evaluate recommendations by FY23 Q2 and increase branch gate count 10% by FY24 Q4. Action items include: ADA audit by Able SC (completed), LCPL branch audits (completed), evaluate LCPL branch audits (completed), begin tracking mobile library door count (completed), evaluate branch hours (Goal 1: Objective 1), evaluate space for ongoing curbside pickup and conduct Facility Study. We had a 14% increase in gate count from FY22 to FY23.
- Objective 5: Improve customer service experience

Improve customer service survey results. Action items include: develop customer service survey, leadership training, develop customer service philosophy and standards, develop training curriculum and implement training.

- Objective 6: Promote a Culture of Inclusivity

Improve survey results by FY24 Q4. Action items include: develop an inclusive service plan FY24 Q2 through community analysis and evaluate and identify barriers to access in areas such as, services, marketing, policies, and programming, identify and implement improvements in the areas of programs, collections, outreach to underserved populations, such as incarcerated, low income, rural, physically and mentally challenged and identify staff needs and training.

Goal Three: Improve Community Awareness

- Objective 1: Increase social media presence

Increase likes and shares 10% by FY23 Q3. Action items include: create Marketing Plan/Policy, evaluate current and potential media platforms (completed), evaluate how others are using platforms we currently use and potential new platforms (completed) and develop marketing schedule and plan for social media (completed). We were able to meet our goal by the end of Q2, ending the year with a total of 8,734 page likes, exceeding our goal by 790, which equates to about a 21% increase overall. We were able to meet this goal by the end of Q2 and ended the fiscal year with a 22% increase in followers for a total of 11,954.

- Objective 2: Increase advocacy, outreach and partnerships

Increase outreach occurrences 3% by FY23 Q4 and increase library card holders 2% by FY23 Q4 Action items include: define outreach and partnerships (completed), identify stakeholders and create advocacy chart/list, create a partnership database (completed), create an outreach map, create an online outreach request form, create a community advocacy staff program/training. We were able to exceed our goal every quarter, ending the year with a total of 1,289 outreaches, exceeding our goal by 647. We have been able to increase the number of new card holders. We issued a total of 12,998 for FY23, exceeding our goal by 3,031 new cards.

- Objective 3: Increase non-social media marketing presence

Increase media coverage 10% by FY23 Q3. Action items include: create Marketing Plan/Policy, evaluate current and potential media outlets (completed), develop a marketing schedule and plan for library/literacy initiatives (completed) and create a marketing support committee (completed). Although we submit press releases, ads, and other pieces to local media outlets on a regular basis, it's not a metric we've captured before this strategic plan. We did not meet our goal during quarter two, but we made up for it in quarters three and four.

Goal Four: Recruit, Support & Develop Trained, Knowledgeable Staff

- Objective 1: Improve retention to reduce turnover and retain trained and knowledgeable staff

Increase retention rate 5% by FY24 Q4 and Implement employee satisfaction survey beginning FY23 Q2. Action items include: share survey results with all staff, analyze survey results and identify areas for improvement, develop action plans for areas of improvement, implement survey annually. We have had a 6.5% retention rate for FY23. The 2022 Staff Survey reflected an average of 87.54% in overall staff satisfaction.

- Objective 2: Expand recruitment efforts to attract more qualified applicants

Expand marketing methods for job postings 5% by FY22 Q4 and reduce unfilled position rate 25% annually. We averaged three or more venues per posting.

- Objective 3: Expand Staff Development Program to support new succession development opportunities
 Increase staff involved in Succession Development Program 25% by FY23 Q4, increase participants in mentorship program 3% by FY23 Q4, increase access to system resources by FY22 Q4 and increase leadership training opportunities and participation 5% by FY23 Q4. Action items include: Add “Leadership” category to the Staff Development Plan (completed), update 23-24 Training Stats Workbook to include “Leadership” category for tracking (completed), finalize the Mentorship Guidelines, identify staff to serve as mentors, and implement Mentorship program. We had an increase of 67% in promotions and an increase of 70% in Leadership training last fiscal year.

Mr. Vachel Jones shared with the Board members that he enjoyed attending the Irmo Mystery Theater held at Saluda Shoals. The program was sponsored by the Irmo Friends group, and included actors from various theaters and the University of South Carolina. More than 200 people attended the program.

Mr. Bill shared with the Board members that when he came into the library today, he met a mother with her daughter who was carrying a lot of books and looked so proud to have them. Her mom shared that this was her daughter’s first visit to the library.

Adjournment – Mrs. Tiffany Lastinger moved to adjourn, seconded by Mr. Bill Jones.

Chair Linda Griffith called for the vote.

In Favor:	Mrs. Linda Griffith	Mrs. Tiffany Lastinger
	Mrs. Mary Ann McClintic	Mr. Vachel Jones
	Mr. Bill Jones	Mr. George Duke

There being no further business, the meeting adjourned at approximately 12:45 PM.

Next meeting will be 3:30 PM on August 28, 2023.

Respectfully submitted,

Wendy D. Groscost
 Executive Assistant

Kelly R. Poole
 Director