

**MINUTES OF THE REGULAR MEETING
OF THE
MONROVIA LIBRARY BOARD
HELD THURSDAY, MARCH 25, 2021**

CONVENE: President Wall convened the regular meeting of the Monrovia Library Board on Thursday, March 25, 2021 at 7:00 p.m. Due to the current Coronavirus Pandemic, the meeting was held virtually via Zoom. Staff in attendance: Community Services Director, Tina Cherry, Library Manager, Carey Vance, Adult Services Supervisor, Rebecca Elder, Management Analyst, Julie Gallardo, Librarian, Stefanie Ulate, Library Associate, Jade Mushisky, and Administrative Assistant Giana Marini.

PLEDGE OF ALLEGIANCE: Boardmember Harvis led the Flag Salute.

ROLL CALL: In attendance: Boardmember Wall, Boardmember Walters, Boardmember Carlson, Vice President Thomas and President Harvis.

PRESENTATIONS: None.

CONSENT CALENDAR: It was moved by Boardmember Wall and seconded by Boardmember Walters. There were no objections, and the motion was unanimously approved.

CC-1 Unadopted Minutes of the February 25, 2021 Regular Meeting

CC-2 Adult and Youth Services Program Report for March 2021

TEEN ADVISORY BOARD (TAB): Ashley Jauregui, 11th grader at Monrovia High School, provided updates on current and upcoming TAB events.

PUBLIC INPUT: None.

AR-1 2020-2022 Library Marketing Plan Annual Update – Rebecca Elder, Adult Services Supervisor provided the 2020-2022 Library Marketing Plan Annual Update

The marketing plan was developed with three goals in order to effectively meet the needs of the community. The first goal was to develop community awareness of the library's programs, services, and resources. Staff are frequently updated digitally on library happenings in order to provide detailed information to patrons. The library website connects patrons to an array of resources including e-resources, online programming, how-to videos, literacy and veteran's services and more.

The second goal was to create wayfinding and a user-friendly experience in the library. This was completed by creating large outdoor signage used to direct patrons to curbside location using library branded fonts and colors, and were placed strategically throughout library park for easy visibility.

The last goal, was to identify and use appropriate channels and methods to market the library. Staff guidelines were created for content that is posted, making the process more selective and tailored to each specific platform. In addition to the library website and

CC-1

calendar all programs are promoted on social media using Facebook, Instagram and YouTube. As a result, social media followers and engagement has increased. Facebook now has 1,075 followers, Instagram has 1,784 followers, and YouTube has 147 subscribers. During the first month of implementing the new strategies, Instagram showed a 40.8% increase in post interactions and a 180% increase in story interactions. Followers have increased by about 20 each month. In November 2020, all video content was transitioned into the city's YouTube channel as a more suitable platform for longer videos. Prior to the transition, the average viewing time on Instagram was 16.2 seconds, and after the changeover to YouTube viewing time increased to 3 minutes and 33 seconds, which resulted in a 1300% percent increase.

After discussion, it was moved by Boardmember Wall and seconded by Vice President Thomas to: receive and file **AR-1 2020-2022 Library Marketing Plan Annual Update**.

REPORTS FROM STAFF:

RFS-1 Tina Cherry, Community Services Director

- All City employees are now qualified to receive COVID-19 vaccines. There is a possibility of the County hosting a mobile vaccine at the Community Center in April which would only be available for Monrovia residents and city employees.
- The City is working on ways to responsibly outreach and meet the community needs. On April 3, Parks and Recreation partnered with Monrovia Reads and the Library for the Spring Stop and Hop drive thru event for Monrovia residents.

RFS-2 Carey Vance, Library Manager

- February HelpNow Stats had 29 sessions. The total sessions for the fiscal year was 1,237 sessions. Data has shown that the majority of participants using the service have been adult learners.
- Librarian Stefanie Ulate and Library Associate Jade Mushisky discussed the Book to Action 2021 Grant. The library received a total of \$2,800 for books and programming. There were 75 physical copies and 14 digital copies of the book Braiding Sweetgrass by Robin Wall Kimmerer donated from the California Center for the Book. The books will be distributed to patrons and connected to virtual events and kits such as DIY compost bins, Wildflower seed bomb activity, Wilder Than Wild film screening, and Zoom meetings with film director Josh Tickell and certified naturalist Giangelo Leos.

LIBRARY BOARD LIAISON REPORTS:

LR-1 Boardmember Carlson: No report.

LR-2 Vice President Harvis: The Historical Museum Board had a meeting on March 25, 2021 and is continuing to refurbish exhibits and plans for reopening.

LR-3 Boardmember Thomas: The Monrovia Community Coordinating Council meeting was on April 1, 2021.

LR-4 President Wall: Monrovia Reads participated in the Canyon Early Learning Center's open house event, reading to all of the classrooms and distributed books to all of the students.

LR-5 Boardmember Walters: No report.

NEXT MEETING:

The next regular Library Board meeting will be held on Thursday, April 22, 2021 at 7:00 p.m. via teleconference.

ADJOURNMENT: The regular meeting of the Library Board was adjourned at 8:11p.m.