

Manassas Park City Library Advisory Board Meeting
7 p.m., Thursday, December 09, 2021
9701 Manassas Drive
Manassas Park, VA 20111

MINUTES

ATTENDEES

Present

Michele Herd – Board Chair
Lillian Zhu – Board Co-Chair
Robin Hatcher – Board Member
Donald Shuemaker – Board Member
Ann-Marie Stewart – Board Member
Holly Ritchie – Library Director
Jay Swisher - City

CALL TO ORDER

Ms. Herd called the meeting to order at 7:02 p.m.

COMMENTS

No Comments

APPROVAL OF AGENDA

Ms. Herd asked for motion to approve the agenda. Ms. Hatcher moved to accept, Ms. Stewart seconded. The motion carried.

APPROVAL OF MINUTES

Ms. Herd asked for motion to approve the previous meeting minutes (September 16, 2021). Ms. Stewart moved to accept, Ms. Hatcher seconded. The motion carried.

REPORTS

Library Director Report – attached.
June 2021-August 2021 Statistics – attached.

- Comments concerning Reports:
 - Ms. Zhu asked about the type of volunteers that the library has and what type of projects they work on. Director Ritchie stated there is a high number of teen volunteers and they help to prep for programs and to shelve materials.
 - Mr. Shuemaker asked who the current library patrons are. Director Ritchie explained that the library receives a high number of families with young

children, some homeschooling families of a variety of ages, college students using the space for studying, professionals either job hunting or looking for a place to work, and retirees.

- Mr. Shuemaker asked specifically about Spanish speaking patrons and what materials are available. Director Ritchie explained the high percentage of the collection that is dedicated to Spanish materials and stated that there are quite a few Spanish speaking parents that come in looking to teach their children Spanish. Mr. Swisher stated that providing resources to the Spanish speaking community has been a priority in the city. Director Ritchie mentioned the programming and partnerships currently being developed to support Spanish speakers in the community.
- Mr. Swisher mentioned BEACON as an existing city partnership for ESL classes and stated he would provide Director Ritchie with a direct contact.
- Ms. Zhu asked about whether it was a priority to hire a part time bilingual employee. Director Ritchie and Mr. Swisher both explained the current difficulty of finding bilingual applicants in both the library's applicant pools and the city's.
- Ms. Stewart asked about any partnerships with local senior living facilities. Director Ritchie explained that she has reached out to some locations but nothing has developed at this time.

ACTION ITEMS

Policy Revisions

Regulations

Ms. Herd asked for motion to recommend addition of the refund policy for approval to the Governing Board. Ms. Zhu moved to accept, Ms. Hatcher seconded. The motion carried.

MEETING SCHEDULE

Board set next meeting for March 10th at 7 p.m.

MEETING ADJOURNED

Ms. Herd asked for motion to adjourn. Mr. Shuemaker moved to adjourn, Ms. Hatcher seconded. The motion carried.

Director Report

The library has continued to increase in popularity. The community has responded well to our Storytime programming, and we are also seeing an increase in the number of people who are utilizing the space for group work and meetings. There has been an increased interest in volunteering at the library, especially with teens looking to complete their required volunteer hours for both school and organizations. These volunteers have been great help with program preparation, the creation of grab and go craft bags, and with spreading the word to teens about various programs.

Programs

In order to meet the interest and demand from the community, we are still focusing on in-person or hybrid programs. While virtual attendance has dropped, in-person attendance has been staying steady or increasing depending on the nature of the program. The Craft & Create themed grab and go bags are still one of our most popular offerings. Community members visit the library specifically for the kits, which serve as great conversation starters about other programs.

Our Author Talk program has been popular as well. With a focus on VA authors and a goal of one talk per month, we are planning talks with authors of all types of books between now and June. After significant interest in the community, we have also started a new Adult Book Club. The first meeting was earlier today and we will be meeting monthly to discuss whatever book is selected by the group.

Our Spanish programming has now been active for three months. All of the programs have been well attended and we have gained new library patrons through the parents that are attending. I am currently in the research stage for additional Spanish Programming as well as working towards more general ESL programs in the new year.

Social Media Response

The response on social media continues to be very positive from our patrons. We regularly have engagements on our posts and we have gained new patrons through our various social media marketing campaigns. We currently have 629 likes and 671 Followers on Facebook, 127 followers on Instagram and 193 subscribers on our YouTube channel (as of 12/03/21).

Statistics

Manassas Park City Library Statistics - Sept 2021-Nov 2021

Statistics Captured	2021-09	2021-10	2021-11	Total
Public Service Hours	212	210	169	591
Library Visits	907	1,160	837	2,904
Total Number of Meetings (Non-Library-Related)	5	6	4	15
Uses of Public Internet Computers	14	20	29	63
Wireless Sessions	17	26	17	60
Number of Website Visits	3,292	3,221	1,895	8,408
Number of Searches - Library's online catalog	2,450	1,687		4,137
Total Reference Transactions	112	180	188	480
Volunteer - Hours	69	58	32	159
Total Library Programs	12	15	12	39
Total Program Attendance	74	160	94	328
Total Circulation - Electronic Materials	154	136	173	463
Total Circulation - Physical Materials	717	694	674	2,085
Total Circulation	871	830	847	2,548
New Borrowers - Total	64	52	44	160
Registered Borrowers	1,070	1,122	1,164	1,164

Partnerships & Outreaches

I am still working to develop partnerships around the area with the aim to better expand our programs and services. I have also been in touch with a variety of teachers at the schools and am hoping to get into their classrooms to speak to the students soon.

As always, I would appreciate your assistance in creating partnerships around the community. If you have any contacts or ideas for partnerships – please pass them on to me!