

Manassas Park City Library Advisory Board Meeting
7 p.m., Thursday, March 10, 2022
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

Virtual

Sue Considine – LS&S

CALL TO ORDER

Ms. Herd called the meeting to order at 7:03 p.m.

COMMENTS

- Ms. Hatcher said that Director Ritchie is doing a great job. Mr. Shuemaker suggested that a picture is taken of the Advisory Board.
- Ms. Herd asked Mr. Swisher about the appearance of the landscape surrounding the library. Mr. Swisher stated it would be addressed in the next two weeks.

APPROVAL OF AGENDA

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

APPROVAL OF MINUTES

Ms. Herd asked for motion to approve the previous meeting minutes (December 09, 2021). Mr. Shuemaker moved to accept, Ms. Stewart seconded. The motion carried.

REPORTS

Library Director Report – attached.
December 2021-February 2022 Statistics – attached.

- Comments concerning Reports:

- Mr. Shuemaker asked if there was a definitive date for the closure. Director Ritchie stated that it will be at the end of June, but a date has not yet been confirmed.
- Ms. Stewart asked about programming offered during the closure. Director Ritchie stated that there will be a variety of programs held throughout Summer Reading at the parks and community center along with a very limited selection of book. Mr. Shuemaker suggested Fire Department or Police Station for pop-up services.
- Mr. Shuemaker asked if there was a breakdown of how many of our card holders are Manassas Park Residents compared to other localities. Director Ritchie stated she could get that information for next meeting.
- Ms. Stewart asked about partnership with local senior housing. Director Ritchie stated that we are currently posting flyers to promote our programs and hopefully will have the opportunity in the near future to have a program there.
- Ms. Herd asked about the various digital services we have and if they are evaluated to see if we should continue with them. Director Ritchie explained that we are able to view the statistics for each database and they are evaluated based on the use. She also stated that while we have dropped some databases where we had a comparable or better alternative, she has been hesitant to drop any additional ones until we move to our new space.

ACTION ITEMS

Nominations for Board Chair & Vice Chair

- Chair Nomination: Michele Herd
- Vice Chair Nomination: Donald Shuemaker

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 May 26th at 6:30 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 continues to be a hub in the community. Patrons frequently come to use our space to study, print, and browse our collection. There has also been an increase in our programming attendance, with the community responding well to some of our newer programs such as ESL classes and conversation hours, tech help appointments, and an adult only coloring program.

Programs

Overall, we are still focusing on in-person or hybrid programs. However, we have moved Storytime to be LIVE on Facebook rather than in-person after some of our patrons expressed concerns as our Storytime numbers grew. The response has been great and there has been no noticeable decrease in attendance and all our regular families have understood and made the transition to Facebook LIVE with us.

As always, the Craft & Create program is one of our most popular programs and the resulting themed grab and go bags always disappear quickly. Community members visit the library specifically for the kits, which serve as great conversation starters about other programs.

A new program that we rolled out in January is an ESL program. Alternating between a more formal class and a conversation hour, this program is very well attended each week and the community members who participate have grown into their own community group in support of each other and they regularly share their home cultures (and food) with the others. This ESL program in addition to our Spanish Storytime, have been great to bring in new patrons and many of the attendees for both have attended some of our other programs.

The Author Talk program is still going strong. I have been able to find multiple local authors and the attendance to the programs has been consistent. Our Adult Book Club is still gaining members and the book being read for coming meeting is the same as our AuthorTalk. The members I have spoken to, are excited to be able to meet the author.

As summer approaches, we have begun to plan the 2022 Summer Reading Program. Our theme will be Read Beyond the Beaten Path. Due to the closure of the library, we will be having events at the community center and outdoors.

Social Media Response

The response on social media continues to be grow. We regularly have engagements on our posts and we have gained new patrons through our various social media marketing

campaigns. We currently have 657 likes and 704 Followers on Facebook, 148 followers on Instagram and 304 subscribers on our YouTube channel (as of 3/5/22).

Statistics

Statistics Captured	2021-12	2022-01	2022-02	Total
Library Visits	1,072	874	933	2879
Public Service Hours	205	189	192	586
Total Number of Meetings (Non-Library-Related)	3	2	3	8
Uses of Public Internet Computers	27	18	24	69
Wireless Sessions	16	23	23	62
Number of Website Visits	3,421	4,147	4,010	11578
Volunteer - Hours	46	21	39	106
Total Reference Transactions	156	132	184	472
Total Library Programs	12	17	24	53
Total Program Attendance	95	109	263	467
Total Circulation - Electronic Materials	157	227	264	648
Total Circulation - Physical Materials	824	741	820	2385
Total Circulation	981	968	1,084	3033
New Borrowers - Total	54	53	50	157
Registered Borrowers	1,218	1,271	1,319	3808

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 school policy allows. In the meantime, have worked with the school librarians to distribute flyers to their students on various programs that we have to offer.

We will be partnering with the community center on some programs this coming spring and summer, and we are working on partnering with local businesses for our Summer Reading program as well.

We are still completing monthly Outreaches at the community center, and the Reading Room revamp project should be completed in the coming weeks.

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!