

**MINUTES OF THE REGULAR MEETING OF
COLLIERVILLE PUBLIC LIBRARY BOARD
Tuesday, January 25, 2022**

The Collierville Public Library Board held a regular public meeting in the Board Chambers at Town Hall at 6:00 pm on Tuesday, January 25, 2022.

Agenda Item 1: CALL TO ORDER

Chairman, Rae Bittle called the meeting to order at 6:01 pm.

Agenda Item 2: ROLL CALL

The following members of the Library Board were present: Ms. Cheryl Long, Mr. John Stamm, Ms. Rae Bittle, Mr Robert Persons, Ms. Shobha Iyer, and Alderman Billy Patton. Absent: Dr. Andre Crafford.

Staff present included Library Director, Lisa Plath.

Agenda Item 3: APPROVAL OF MINUTES FOR TUESDAY, Oct 26, 2021

There were no additions or corrections to the minutes. Ms. Long made a motion to approve the minutes. Mr. Stamm seconded the motion.

Roll Call: – Alderman Patton - yes, Ms. Long – yes, Ms. Rae Bittle - yes, Mr. Robert Persons – yes, Mr. John Stamm – yes, Ms. Iyer – abstain. Motion approved.

Agenda Item 4: INTRODUCTION AND WELCOME OF NEW LIBRARY BOARD MEMBER – MS. SHOBHA IYER

Ms. Plath took the opportunity to welcome our new Library Board member, Ms. Shobha Iyer.

Ms. Iyer has lived in Collierville for 18 years. She is originally from India. She holds a master's degree in ecommerce from the University of Memphis and a PhD in Marketing from IIM Ahmedabad, a premier school in India. She joined FedEx in 2003 and has worked in a variety of roles in Analytics, Digital and Product Marketing. She is currently the Marketing Director for Global e-commerce for FedEx.

She has a passion for reading, and our library is one of her favorite places to hang out on the weekend. Her family has thrived using the library over the years. Her husband Jai is a huge audio book fan and a Libby enthusiast. She has 2 boys – a senior and freshman at Collierville High School who are not as fond of reading at this age but do come to the library to work together on projects with their school friends.

She considers it a privilege to be given the opportunity to serve on the library board. Welcome Shobha.

Agenda Item 5: MODIFICATION TO THE POLICY MANUAL OF THE COLLIERVILLE BURCH LIBRARY, PATRON RESPONSIBILITY STATEMENTS AND POLICIES-PATRON RESPONSIBILITIES AND CONDUCT

To provide history, Ms. Plath stated the library board discussed the idea of revising this section of the policy manual at the October meeting. They also discussed the idea of posting the top 10 patron responsibilities in the library with the detail provided in the full policy manual available on the website and in print at the library. The posted portion would have a reference to the full policy manual.

Ms. Plath had some good feedback from Rae Bittle about the policy proposal regarding the use of the term library customers vs library patrons. Ms. Plath agreed the term “patron” was more appropriate and consistent with the rest of the policy language. Sometimes customer is used in more general terms. She recommended in the first section that the wording be changed to library patron wherever she had originally suggested the use of customer.

Ms. Plath asked if there were any other concerns about the recommended policy changes. Mr. Persons was concerned about the removal of the language under letter A - *Behavior which demands constant attention of the staff and/or disrupts services to others will not be permitted* considering the discussion we had at the October meeting about the family that was taking up a lot of staff time and causing problems. He would like that to be retained in the policy out of concern for the staff.

Ms. Long suggested it might fit better under proposed #2. *Responsible behavior is expected. Behavior that disturbs the tranquility of the library and its customer is prohibited including...*

Ms. Plath stated the language was removed because she and the supervisory staff felt that type of behavior fell under #1 – *Customers are expected to obey city, state and federal laws and harassment* is listed as one of them. She agreed, however that because it specifically targets behavior toward the staff, it would be OK to list it separately.

Mr. Persons would like to have something specifically dedicated to patron behavior towards the staff.

Ms. Long suggested saying, “Respectful of both patrons and staff” as a broader explanation with more specific language about the staff.

Ms. Iyer stated that it would be helpful to have language that prohibits behavior that requires constant attention. She agreed it needs to be under the “behavior” section.

Alderman Patton pointed to the culminating statement at the end of the proposed patron responsibilities which states that in accordance with local, state, and federal laws, the Library Director may restrict access or ban a patron from the library for behavior that is not conducive to the use of the library by other patrons. Since harassment is included in the law, we might want to include it there.

Mr. Stamm wanted to clarify if the Library Director was the only one who could ban someone.

Ms. Plath stated that the library staff and supervisors could enforce all Library policies. If it is something serious, the staff would likely ask the Director to help. But, if supervisors are comfortable, they can enforce the policies. Ms. Plath gave an example of a situation that occurred today at the library with 2 teens involved in a public display of affection. Julia Trumpy, the children's librarian, handled the situation. Nathaniel tried to come to the director's office, but she was busy on a phone call so staff handled it in this instance.

Ms. Plath clarified that the Library Director would be the one to decide on restricting access or banning a patron. Anyone on the staff would be able to enforce library policy, but it would normally be handled by supervisory staff.

Ms. Bittle commented that she had the unfortunate opportunity to observe difficult patrons interacting with an exhibitor at the library and that same family in another situation at one of the checkout areas.

Ms. Plath suggested revising the patron responsibilities further. She will make the proposed changes and bring it back to the April meeting.

Mr. Stamm made another suggestion to move the part about the city, state, and federal laws to the top. This led to a discussion about how to set the correct tone with this new approach to the patron responsibilities and conduct. Ms. Plath would like to keep that portion at the end to establish a cooperative tone.

Ms. Plath reported a situation from December 27th that police had an anonymous tip from someone who was approached in the parking lot for sex between 6:50 and 7:30 pm. Security cameras will be installed this year which in the future would help identify someone in similar instances.

A discussion ensued on the ramifications of an anonymous report vs having an official statement/affidavit. Mr. Stamm and Alderman Patton contributed their thoughts to the discussion. Mr. Stamm stated that if the person was identified, he may already be on the radar for other occurrences.

Ms. Plath told the board that the library will be getting nine security cameras. One will be pointing to the parking lot. Some will be toward the back staff doors and several inside the library. Ms. Long wanted to know about license plate readers. Alderman Patton stated that there are several around town and it would be nice to have one at the library. Shelby County recently gave a \$15,000 grant for the license plate reader cameras. He will bring that up to have one at the library and possibly pointed toward Town Hall.

Alderman Patton stated that there needed to be a motion to table the board report until the next meeting. Mr. Stamm made a motion to table it. Ms. Long seconded it.

Roll Call: – Alderman Patton - yes, Ms. Long – yes, Ms. Rae Bittle - yes, Mr. Robert Persons – yes, Mr. John Stamm – yes, Ms. Iyer – yes. Motion approved.

Ms. Plath thanked the Library board for their feedback on the topic.

Agenda Item 6: LIBRARY AND STAFF UPDATES

Ms. Plath was given the floor to give the Library Update.

She highlighted some adult programs: Organizing 101 was well attended. The library needed to use the Board chambers to host the program with over 60 people. Ms. Cyndee has been doing short story times with special needs adults from SERVS.

2nd quarter donations were \$2,452.77 for the 2nd quarter. A special group from the Greater Memphis Branch of Aylus raised \$1,520.97. This student-led organizations raised the money by having garage sales, lemonade stands and selling duck eggs. It was on channel 5 News.

2nd quarter library statistics showed door counts of 10,000 – 11,000, down a little bit around the holidays and another COVID spike. Program attendance was 880.

Ms. Plath showed some comparisons with the Germantown and Brentwood Libraries. These libraries are independent and similar in population therefore provide a good benchmark. They both have quite a few more staff than we have.

Ms. Plath shared information about the marketing tool we've been using since July. It allows us to send surveys to obtain a net promoter score. The system sends out a 5-question survey to a random sample of patrons. It is very short and shouldn't be too much for people.

The net promoter score is 92, which is world class in the marketing world. Most are favorable comments. We usually have several comments about cleanliness. Ms. Plath tells Nathaniel, the TOC janitor, how much it means to find a clean glass door and everything looking nice and neat.

Ms. Plath proceeded to give an update on the RFID project. The BMA approved a contract for it on December 13th. The kickoff call was on December 21 and the training was January 19th. The tags need to be programmed to work with the security gates. The library and procurement are working on an issue with the installation of the security gates. The technician suggested it may not work. We are busy with the project and are excited to offer this for the Collierville community.

The StoryWalk has changed to *Snowmen at Night*. It's a sweet story that will be there for the winter.

February programming has a genealogy series. Our PR plan uses a list of PR contacts, the new marketing tool but we don't often use the Town of Collierville Public Information Office because of the volume of things we have to advertise. I have a plan to use Jennifer Casey and her team for

a few things. We will be doing an article on Shobha and her family and highlight the value of using the library. The Self-checkout gives the amount at the bottom of how much money you have saved over the life of using the card. The library has saved Shobha over \$28,000 through using the library vs purchasing the items. The digital resources will be highlighted. One program for each department will be highlighted as well. We will use a spot on the utility bill two times a year.

Ms. Plath was excited to report the possibility of having Lisa Wingate come for an event. She wrote several NY Times bestsellers. One was based on the story of Georgia Tann and the Memphis Children's Home Society Orphanage. We hope they will be able to connect our event with another one in the area and are able to come for the limited amount of funds I have set aside for it.

Ms. Plath highlighted 2 employees that have worked at the library a long time. Both are former professionals in other types of jobs. Nancy Malloy works in circulation and is a former charge nurse in an ER. Jill Stovall left and came back to work at the library and is a former flight attendant.

The library has some wonderful employees.

Mr. Persons commended Nathaniel Westbrook for his work at the library – keeping things clean, greeting people. He wanted to say how much patrons appreciate his work. He's always working, cleaning up, keeping an eye on things.

Ms. Iyer stated that Collierville High School highlighted tutor.com in the app they have for parents called Parent Squared.

Ms. Plath thanked the Board for attending.

Adjournment

There being no further business, the meeting was adjourned at 6:41 pm.

Ms. Rae Bittle, Chairman

Lisa Plath, Library Director