



**NEWBERG PUBLIC LIBRARY ADVISORY BOARD
MINUTES**

August 20, 2020 6:30 P.M.

1. **CALL MEETING TO ORDER** at 6:34 p.m. by Chair, Suzanne Meenahan
2. **ROLL CALL via Zoom Conference**
Board Members: Suzanne Meenahan, Chair and Liaison to Foundation; Rebecka Ratcliffe, Vice Chair;
Kerrie De Ieso; Crystal Garcia; Tim O'Leary
Library Director: Will Worthey
Staff Note Taker: Audrey Smith
3. **CONSENT CALENDAR**
 - a. Board Member Garcia motioned to accept the minutes for the June 18, 2020 meeting. Vice Chair Ratcliffe seconded the motion. All accepted.
 - b. Library Use Report for July 2020 was accepted.
4. **PUBLIC COMMENTS**
None were lodged.
5. **REPORTS**
 - a. **Graphic digitization request: Chair and Library Director.**
Board members reviewed the document, "Memorandum of Understanding Regarding Digitization of the Newberg Graphic and Use of Digitized Material" drafted by the City of Newberg attorney. Board Member Garcia opened a discussion to query the idea that the MOU gave away too much of value for the very limited use and functions proposed in the document. Some discussion ensued around these limited but important functions. The benefits of the MOU, if signed by Pamplin Media group were discussed, as well as the disadvantages of the arrangement. Board Member Ratcliffe stated that she felt that the owner of the intellectual property would expect some sort of compensation for the rights they were relinquishing. To Garcia's point the Library Director fully accepted that the use was very limited but still of great value to library staff and patrons. After further discussion the Library Director was tasked with formatting this document on to our letterhead. It was agreed that The Library Director would then pass the final document to Chair Meenahan, and she will then present it to the Pamplin Media Group editors / management.
 - b. **Annual benchmarks FY 2019-2020 versus 2018-2019: Library Director.**
Library Director gave an overview of the data shown in each category of the annual benchmark and pointed out unexpected trends in the three year snapshot. These trends included an unexpected increase in foot traffic compared to previous fiscal years and a significant higher number of registered borrowers (5% growth over the listed years was cited). A decrease in physical circulation, but an increase in e-circulation was noted. A decrease in total revenue was noted. A reduction in the size of the physical collection was noted. The Advisory Board discussed these changes and agreed that they were the result of strategic weeding and Covid related cutbacks. Total reference questions and service hours also showed a decline from the previous fiscal year.

c. **LinkedIn Learning launch: Library Director.**

The launch of the product was covered. It was noted that the Library Foundation and the Austin Recovery Fund each gave half of the amount needed to purchase LinkedIn Learning. The Library Director explained the platform's function to provide video training courses from general knowledge to certification in a wide variety of fields. The courses were described including business, creativity, and IT / technology. The Library Director explained that this e-resource is accessible to patrons with a Newberg Public Library card.

The Library Director stated that monthly usage will be assessed to help determine the value of future funding for this resource and hopes it will be a valuable asset to the community.

6. BUSINESS

a. **Survey work state of play Strategic plan 2020-2025: Board Member O'Leary.**

Board Member O'Leary covered his ten-question survey on the Survey Monkey platform designed to be used during the public input portion of the 2020-2025 Strategic Plan. O'Leary asked board members to help refine and revise these questions since the free version of Survey Monkey only allows a total of ten to be made. After some discussion, prompted by Board Member De Ieso's question about how to best associate the questionnaire to the four objectives of the strategic plan, the Board agreed to several steps.

It was agreed that Board Member O'Leary will turn each of the four objectives into a question on the survey and send another draft of the ten questions for the Board to review. Board Member Garcia also gave the suggestion to format the objectives as a ranking question. Library Director will set up a webpage that will link to the Survey Monkey questionnaire, links to the strategic plan document, as well as invite the public to the next board meeting. This webpage will be publicized through the established library and City of Newberg communication channels.

7. NEXT MEETING/STEPS

Library Advisory Board: September 17, 2020 & October 15, 2020

8. ADJOURNMENT

The Library Board adjourned at 7:25 p.m.

Submitted: Will Worthey, Board Secretary / Library Director