

St. Tammany Parish Library  
Board of Control Meeting  
October 27, 2020  
Library Administrative Office  
1112 West 21<sup>st</sup> Avenue  
Covington, Louisiana 70433  
Zoom meeting streaming on Facebook Live  
6:30 P.M.

MINUTES

The meeting was called to order by Becky Taylor, President. Kelly LaRocca, Director, called the roll and declared that a quorum was present.

Present: Carmen Butler, Dr. Argiro Morgan, Mary Reneau, Ann Shaw, Rebecca Taylor  
Absent: Bill Allin, John Danjean

K. LaRocca announced that public comments can be made by calling 985-871-1219 extension 2007 or by commenting on the Facebook Live stream.

1. Approval of the minutes of the September 22, 2020 meeting of the Library Board of Control.

B. Taylor asked for the board to review the minutes for corrections. There were no corrections. Becky asked for a two-minute public comment period. Kelly repeated the phone number for public comment and Facebook Live details. There was no public comment.

M. Reneau moved to approve the minutes. It was seconded by A. Shaw. Five were in favor, two were absent, and none were opposed. Motion carried.

2. NEW BUSINESS

- A. Financial Reports – September 2020

K. LaRocca reported that another payment in ad valorem taxes was received in October. The library received a little more than expected for the year. The budget will be amended to reflect that change. All expected State Revenue Sharing has been received. The budget percentage should be at 75% for this time of the year. We have received more fines and fees than expected. We are not currently charging fines, but patrons are paying for prints and lost items. Interest

Income is below budget due to lower interest rates. The Donations line is below budget due to not receiving donations until the end of the year. We have received one payment of CARES Act funds (Coronavirus Aid, Relief, and Economic Security Act). The budget will be amended to reflect that change.

K. LaRocca reviewed the expenditures. The Library Salaries line is still under budget due to open positions. Kelly explained that some lines are at 100% due to spending those funds early in the year. The Vehicle Insurance line is over budget due to the overall increased cost of vehicle insurance in the state. There is also an extra truck that is insured due to not being able to declare it surplus and send it to auction earlier in the year. The next auction will be in the new year. Kelly explained that the lines under Capital Outlay-Library Resources are starting to catch up due to ordering materials in October. Those items should be received and paid for by the end of the year.

K. LaRocca asked if the board had any questions about any particular budget line. M. Reneau asked if we anticipate receiving exactly how much we applied for through the CARES Act. Kelly explained that we will only receive a percentage of how much was spent. B. Taylor asked if Kelly knows how the Parish allocated the funds to the various agencies. Kelly explained that the Parish did not share their formula with us. A. Shaw asked for a breakdown of the categories and age groups of Lease/Purchase Books. Kelly explained that the Lease/Purchase Books are popular adult titles. Instead of buying 40 copies of a popular title, we purchase a few copies and lease the remaining number of needed copies, which helps shorten the patron waiting list. The library tried leasing juvenile books, but it was not easy to manage. Dr. A. Morgan asked if the books are primarily fiction. Kelly explained that they are mostly fiction, but there are some popular non-fiction titles that are leased.

B. Taylor asked for questions from the board regarding the financial reports. There were no questions. Becky asked for a two-minute public comment period. Kelly repeated the phone number for public comment and Facebook Live details. There was no public comment. Becky asked if there were any further questions from the board. A. Shaw asked for the status of the Google Ad Grant. Kelly explained that the library itself cannot apply for the grant, but the Library Foundation can apply. They are waiting on paperwork from the Foundation. The money for the Google Ad Grant management is not in the current budget, so it is being added to the amended budget. The library has asked the Foundation to donate the money to help cover the cost. That will be discussed at the next Foundation meeting.

Dr. A. Morgan moved to approve the September 2020 financial reports. It was seconded by M. Reneau. Five were in favor, two were absent, and none were opposed. Motion carried.



## B. Fall Budget Amendment 2020

K. LaRocca reviewed the differences in revenue and expenditure forecasts between the 2020 Summer and Fall Amendments. The Summer Amendment was made soon after reopening after the COVID-19 closure. It was based on best guesses as to how COVID-19 was going to affect the library. It was not known how much supplies would cost at that time. Each department head had ideas of how to make things easier and came up with better ways to serve the public. There were lines with money in them that could not be spent, so those funds are being redirected to other lines to make services easier for patrons.

The Ad Valorem Taxes line is increased to reflect what has been received this year. The Fines and Fees line is increased to account for print fees. The Grants line is increased to match the exact amount received for the IMLS grant (Institute of Museum and Library Services). The Interest line is decreased due to falling interest rates. The CARES Act line was created for the money being reimbursed to us through the Parish. The overall increase in revenue is \$206,044.

K. LaRocca explained that most of the increases and decreases in expenditure lines are due to having a better understanding of the costs and savings caused by the COVID-19 pandemic. Kelly highlighted some of the changes. The Library Salaries line is reduced due to open positions. The Health Trust line is reduced due to less medical procedures and doctor visits due to the pandemic. We expect more activity towards the end of the year.

Under Operating Services, the Advertising line was increased to account for new initiatives such as Koios (Google Ad Grant management) and Yext social media control. Kelly explained that the library will be piloting these two platforms to help reach patrons easier. The Google Ad Grant will give \$10,000 in advertising credit each month. It will allow St. Tammany Parish Library to appear in the search results when someone searches Google for a book title. The user can simply click the link to the item in the catalog. Kelly stated that \$7,000 was added to the Advertising line, and there is space in the Donations line to receive donations this year. The Foundation may or may not help fund the Koios initiative, so it is included in the budget. Library Administration feels that it will make a significant impact. Yext is a social media control platform. It that will allow us to makes changes to all of the different social media accounts at once. It also manages comments for all platforms so that we can see and respond to them all in one place.

The Promotional Production line is decreased due to less promotional items purchased this year. The Utilities lines are decreased due to less usage of utilities during the COVID-19 closure and reduced hours after reopening. The Postage line is decreased due to not sending out overdue notices.

The Custodial and Janitorial lines are increased to account for increased sanitary supply needs due to COVID-19. Some of the other Maintenance of Property and Equipment lines are reduced due to not having as many projects this year. The Fuel and Lube line is decreased because the cost of fuel is down and there was less driving this year. The Network Utility Software line is increased to cover the cost of the software needed to expand outdoor Wi-Fi access. The PC Maintenance and Repair line is increased to cover computer repairs through the end of the year.

The Security line is reduced significantly due to the COVID-19 closure. Kelly explained that only two branches utilized security guards in the past. Since there is less patron traffic in the branches, there is less of a need for security guards at this time. Administration will evaluate the situation over the next month.

The Insurance and Claims lines are increased due to higher insurance rates this year. The Operating Supplies lines are reduced due to the COVID-19 closure and the streamlined supply ordering process. Instead of each branch ordering their own supplies, they submit their requests through Procurify. Mary checks to see if we have the items in stock and checks for the best prices and vendors for purchasing the items. Kelly stated that Tanya and Mary have worked hard to implement this process. The Mileage Reimbursement line is reduced due to less travel and driving. The Programming lines are reduced due to virtual program presenters being less expensive than in-person presenters. Virtual programming will continue through the end of the year.

The Landscaping Additions line is increased to spruce up the landscaping at all locations. The Covington Branch's landscaping is still on the Parish's budget to complete, so we will do basic clean-up at that location. The Improvement to Physical Plant line is increased for completing concrete work at Pearl River and repairs to the current parking lot at the Slidell Branch. The Office Equipment/Furniture & Shelving line is increased due to the purchase of the acrylic sneeze shields at the branches. The Leasehold Improvements line is increased due to concrete work needed at the Annex location.

The PC Network line is increased to cover the cost of additional outdoor Wi-Fi access points at the other 6 library branches. Kelly explained that this is to ensure internet access to patrons in the event of a future library closure. Funding was requested from the Foundation, but at this time we do not know if they will fund it or not. The funds in this line will also cover the replacement of 10 computers with warranties that ended earlier in the year and have begun to fail.

The Adult Books line is increased to purchase items requested by patrons. The Periodicals line is reduced due to many magazines being canceled. The Video Recordings line is reduced due to not having many new releases this year. Kelly stated that with the redirecting of funds, the library



has the opportunity to finish paying for The Times-Picayune Digital Archive. The collection lines that have been reduced can be replenished next year. Kelly talked about a new subscription that the library is adding to Internet Database Subscriptions called Niche Academy. It is a service that helps teach people how to use the databases and it will enable us to make how-to videos. Kelly clarified that Niche Academy, Koios, and Yext are year-long subscriptions. We are able to try them for a year and if they make a difference for our patrons we will keep them.

K. LaRocca reported that the Unassigned Savings is \$555,741. That puts the library in an excellent position to fund strategic planning, furniture, fixtures, and equipment updates. Kelly reiterated that we are redirecting money that we are not spending into places that will make things better for our patrons to use the library.

B. Taylor asked if it was public or staff computers that were replaced. Kelly explained that both the public and staff computers eventually become the OPAC (Online Public Access Catalog) computers as they age. The replacement plan includes both public and staff PCs. These replacements are probably a combination of both.

B. Taylor asked for questions from the board regarding the budget amendment. There were no questions. Becky asked for a two-minute public comment period. Kelly repeated the phone number for public comment and Facebook Live details. There was no public comment.

A. Shaw moved to approve the Fall 2020 Budget Amendment. It was seconded by M. Reneau. All were in favor, two were absent, and none were opposed. Motion carried.

#### C. Health Insurance Update – Leon Golemi

The health insurance update will be postponed until the next board meeting. Leon Golemi was not able to attend the meeting.

#### D. Director's Report – Kelly LaRocca

Maintenance worked with the Administration team to move and rearrange the floor spaces and meeting rooms for the move into Phase 3. The library resumed regular hours on October 5<sup>th</sup>. The Mandeville and South Slidell Branch's roof projects have been put out for bid by the Parish. The closing date is November 4<sup>th</sup>.

Kelly LaRocca and Tanya DiMaggio met with each department head to prepare for the budget amendment. The Parish Council Finance Committee will be meeting Thursday, October 29<sup>th</sup> at 6:00 p.m., and Kelly will give a presentation on the library.

Advertising was purchased in the St. Tammany Farmer and Facebook to promote Phase 3 opening hours. Several Children's Librarians attended the Association of Library Service to Children's virtual conference and the School Library Journal's Day of Dialog virtual conference. Tanya DiMaggio attended the Zoomtopia conference, the ALSC Managers meeting, and published an article on the ALSC Managers blog. Jillian Boudreaux attended the Library Journal Virtual Summit. Iriana Lonon attended the National STEM Learning Ecosystems virtual conference. Several staff members attended virtual training webinars.

Our virtual All Staff Meeting was held on October 12<sup>th</sup>. Staff learned about insurance updates, healthy lifting and movement, and email safety. The guest speaker was Pat Wagner who presented *The Thinking Person's Guide to Stress Management*. Robin Hendricks, Cathy Badon, Jenny Mayer, and Carly Nguyen won Employee of the Year awards. Eighteen employees received longevity awards. After a lunch break, staff spent the rest of the afternoon completing their sexual harassment and ethics training. Kelly reminded the board to complete their sexual harassment and ethics training for the year.

Children's Services offered 21 Zoom programs with 361 attendees since the last board meeting. Teen Services offered 9 Zoom events with 76 attendees since the last board meeting. Adult programming offered 26 Zoom programs with 492 attendees. The Reference Department offered 7 Zoom classes with 172 attendees. 29,211 users visited the library's website during 55,702 sessions in September. Author Julie Berry will be doing a virtual visit on the evening of November 6<sup>th</sup>.

B. Taylor asked for a two-minute public comment period. Kelly repeated the phone number for public comment and Facebook Live details. There was no public comment.

### 3. OLD BUSINESS

#### A. LBOC Rules and Regulations Committee Update

K. LaRocca reported that the committee met on September 23<sup>rd</sup>. They continued to work on the board's by-laws by working on drafts of each section. The committee will refine recommended changes and will present any options to the board at upcoming meetings. The committee was scheduled to meet on October 20<sup>th</sup>, but canceled due to waiting for review comments from the Assistant District Attorney (ADA). The ADA that we have been working with left for a new position outside of the DA's office. Emily Couvillon will be the new person assigned to review our materials. The next meeting is scheduled for November 10<sup>th</sup> at 10:00 a.m. Due to the pandemic, the meeting will be held via Zoom.



## B. LBOC Strategic Planning RFP Committee Update

K. LaRocca reported that the committee met on October 6<sup>th</sup>. They finished reviewing strategic plans and reviewed and discussed RFPs for how libraries described the scope of work and the qualifications of consultants. The committee will start a rough draft and focus on timelines and deliverables at the next meeting that is scheduled for October 29<sup>th</sup> at 10:00 a.m. Due to the pandemic, the meeting will be held via Zoom. Kelly reminded the board that all board members are welcome to attend the committee meetings.

## C. St. Tammany Parish Library Foundation Update

Dr. A. Morgan announced that Linda Forman, an early member of the Foundation board, passed away recently. Dr. Morgan shared the details of Mrs. Forman's memorial service and obituary. Mrs. Forman held many important positions in the arts, literature, public policy, and medicine. Dr. Morgan suggested that the library send a card in remembrance to Mrs. Forman's husband.

A. Shaw reported that the Foundation has kicked off its membership drive. Invitations to join the Foundation were mailed yesterday. Over \$11,000 was netted from the Distinguished Speaker event. The Art Auction is ongoing and is available for viewing at the Madisonville Library.

## D. Friends of the Library Report

B. Taylor reported that the Friends of the Slidell Library held their first semi-large book sale this past Saturday. Social distancing was in place and face coverings were required. This was the first semi-large sale since February. B. Geiger reported that the West St. Tammany Friends are accepting donations at this time. They are preparing to have a sale soon. Their address is 1301 N. Florida St. near the fairgrounds in Covington.

## 4. Public Comment

B. Taylor asked for a two-minute public comment period. Kelly repeated the phone number for public comment and Facebook Live details. M. Reneau commented that she did not know about the Friends of the Slidell Library book sale and asked if the sale was advertised. B. Taylor said that releases were sent 2 ½ weeks before the publication date to 3 newspapers: The Slidell Independent, The Advocate, and the St. Tammany Farmer. None included the press release in their papers. There were flyers posted in the branch and an email blast was sent to the email list. They have had difficulty with their bulk email provider and many emails bounce back undeliverable. The Friends will be changing their bulk email provider towards the end of the year to correct this issue. The next sale will be November 14<sup>th</sup> and there will be two in December.

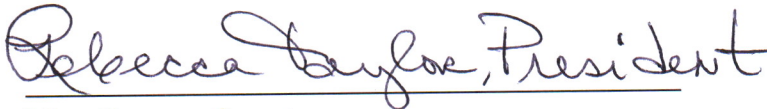
Bill McHugh commented that the newspaper's publication deadline for a Wednesday edition is the previous Friday. He suggested that Becky copy him on future emails to the paper and he will make sure that it gets to the correct person. A. Shaw asked if the Slidell Friends have a website. Becky stated that they do not. They rely on their page that is part of the library's website.

A. Shaw commented that the Foundation's Art Auction ends on November 17<sup>th</sup> and that the bidding is done online. M. Reneau reminded board members to reply to her email inquiry. Becky explained that Mary's responsibility as Board Secretary is to poll the board members regarding their interest in serving as officers on the board. Elections will be at the December board meeting.

There was no further public comment.

#### 5. Adjournment

There being no further business, a motion to adjourn was made by M. Reneau and seconded by A. Shaw. The motion carried.

Handwritten signature of Rebecca Taylor in cursive script, reading "Rebecca Taylor, President".

Mary Reneau, Secretary