

Howard Miller Public Library

Library Advisory Board Meeting

March 18, 2025

4:30 p.m.

East Activity Room - Community Center

- I. Call to Order
- II. Approval of Minutes for January 28, 2025, meeting
(*motion and approval, Minutes attached*)
- III. Staff Introduction: Abby Machiela, Librarian I
- IV. Director's Report
- V. Board Comment
- VI. Old Business
 - a. None
- VII. New Business
 - a. Budget update for FY25-26 (*informational*)
 - b. Motion needed to recommend the approval of 2 service contracts to update the Library website (*memo attached, motion needed*)
 - c. Discussion of Library Worker Appreciation Day lunch – suggested date Thursday April 17
- VIII. Public Comment
- IX. Board Comment
- X. Adjournment

Next Regularly Scheduled Meeting:

Tuesday April 15, 2025

4:30 p.m.

East Activity Room – Community Center

**Howard Miller Library Advisory Board
Meeting Minutes
January 28th, 2025**

Present: Terry Allen, Amanda Hanson (staff), Mary Wilkos (Chair), Kate Kraak, Barb Dannenberg, Alison Reese, Lynette Lam

Absent: MaryBeth Timmer

Meeting called to order 4:30pm.

Minutes from the November 19th meeting were approved as written.

M-Mary Wilkos, S-Alison Reese - Passed unanimously.

Staff Introduction: Megan Hoeksema, Librarian I was introduced to the board. Megan previously worked in Marketing in Grand Rapids and has always had a love for books. She started in November and is a great asset to the library!

Director's Report:

- Several holiday programs were hosted, including the Adult Holiday Scrap Fabric Collage Night and the Teen Holiday Bingo and Pizza event.
- At the Community Center, the City organized a Versiti blood drive, collecting 15 units of whole blood in one afternoon from staff and the public. This donation will potentially save 45 lives this holiday season.
- Amanda H. successfully completed the year-long Post-Pandemic Public Libraries directors' cohort program, which convened virtually each month throughout 2024 to discuss community relationships, effectively communicate library impact, and confidently responding to public queries. She is scheduled to deliver a 10-minute presentation to the group in Lansing at the Library of Michigan on March 21, 2025.
- End-of-year employee performance evaluation meetings are currently underway and are expected to be completed by the end of January.
- Progress towards the operational goals for the Library for completion within 2024 includes:
 - Increasing community partnerships and collaborations: The Community Center hosted a Versiti blood drive for the Zeeland area and plans to host two more blood drives with Versiti in 2025.
 - Refreshing and updating library spaces to encourage usage and enhance comfort for patrons: A new display unit for the main floor of the library has been ordered and will be delivered in February. This unit is intended to showcase the "newest of the new" books to improve collection browsability.
 - Optimizing training opportunities for all staff, including part-time employees: As of December 3, 2024, all library staff employed by the City for six months or more have attended at least one professional development webinar, in addition to participating in Staff Day activities held in October.
- We will announce the winners of the holiday coloring contest by age group after the new year.

- Julie Russell, Children's librarian, will attend the Ottawa County Youth Services meeting to share programming and collection development strategies.
- School visits will begin in January and continue throughout the Winter/Spring months.

Old Business:

- A. The Cookies with Santa program, featuring Mayor Klynstra as Santa, hosted 49 children and 41 adults who enjoyed treats prepared by Library Advisory Board members.
- B. The elevator parts have been ordered. A company based in Grand Rapids will handle the repairs, and the parts are expected to arrive sometime in April or May. All programming will be moved downstairs, and appropriate communication will be provided to the public.

New Business:

- A. Review and approval of the updated Bylaws for the LAB: M-Mary Wilkos, S-Terry - Passed unanimously.
- B. The current budget reflects the ongoing digitization of the Zeeland Record at Central Michigan University. This cost (\$1,500) will be paid with the interest from the Library Endowment Fund.
- C. Budget planning overview of for FY25-26
The library board has approved a proposal to use the 2024 interest from the Library Endowment Fund for consulting and project costs related to implementing sound reduction measures in the library. The initial cost for this project is estimated at \$13,000. The sound reduction will involve the installation of panels, baffles (also known as sound clouds), and ceiling insulation.

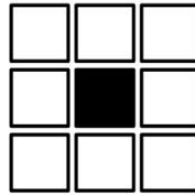
No public comment.

No Board comment.

Meeting adjourned at 5:10 pm. M-Mary Wilkos, S-Barb Dannenberg.

Next Regularly Scheduled Meeting: February 18th, 2025.

February 11, 2025
Teen Valentine's Workshop



DIRECTOR'S REPORT

February 2025

February 11, 2025
Teen Valentine's Workshop



Library Events/Programming Highlights

- Hosted a Teens Valentine's Day Card workshop with 4 in attendance.
- Hosted our first Jigsaw Puzzle family competition with 10 families in attendance.
- Hosted a weekly Lego Club through the month of February for families.
- Offered the Community Center room for the ZPS half-day for teens to meet and eat in the with great success. This helped to keep the noise levels lower during those days with high student foot traffic in the building.

Staff Highlights

- 4 staff completed 6 different professional development webinars including sessions covering Best Picture Books for 2024, Color Our World Summer Reading Program Planning, New Basics of Customer Service, and best Spanish books for kids.

City of Zeeland 2025 Strategic Action Plan – Library Operational Goals Updates

New operational goals for the Library for 2025 include:

1. **Select a website content manager and designer to redesign the Library website and begin to reimagine our content**

Outcome indicator: Determine which provider is best for library purposes with input from City IT and Marketing

Outcome indicator: Work with content manager to streamline website information

We are currently exploring using the services of Library Market to take on our website development and hope to begin this project soon.

2. **Explore sound-absorption options for library to treat acoustic issues**

Outcome indicator: Obtain multiple quotes from vendors for design, purchase and installation of acoustic panels for wall surfaces, hanging baffles throughout spaces and insulation above ceiling tiles over study room area.

- 2 sound specialists visited the library to offer suggestions on how to best lessen the noise levels throughout the building. This was a preliminary conversation to learn about different

options and their costs, but no official quotes were provided at this time for work or products.

- This project is on hold until the FY 25-26 budget is approved by City Council.

3. Raise public awareness of benefits of library services for all service areas

Outcome indicator: Develop a media campaign to highlight the benefits and services provided by HML to our patrons

Outcome indicator: Find a library marketing consultant to develop a community marketing campaign to increase patron awareness of the wide variety of benefits accessible through library services.

- This project is on hold until the FY 25-26 budget is approved by City Council.

Looking Forward

- We are looking forward to our quilt display for the month of March – we have 8 quilts being shown by patrons and 5 quilts by staff on the main level of the library.

HML by the Numbers – February 2025

	February		
	2025	2024	% Change
Visitors	8,931	8,955	0%
Curbside Delivery	13	18	-28%
Digital Downloads	5,896	6,825	-14%
Physical Items (Circulation)	25,541	25,655	0%
Computer Sessions	512	437	17%

Children's Programs:

- 22 programs – 522 participants

Adult Programs:

- 2 program – 74 participants

Outreach Programs:

- 4 programs – 75 participants

Proposed budget for City Council approval:

BUDGET REPORT FOR CITY OF ZEELAND						
Fund 272: LIBRARY ENDOWMENT FUND						
2025-2026 FISCAL YEAR						
GL NUMBER	DESCRIPTION	2023-24 ACTIVITY	2024-25 AMENDED BUDGET	2024-25 ACTIVITY 12/31/2024	2024-25 PROJECTED ACTIVITY	2025-26 REQUESTED BUDGET
ESTIMATED REVENUES						
Dept 000: PROGRAM REVENUE						
272-000-589.000	Foundation Income	54,542	-	-	25,000	25,000
272-000-665.001	Interest Earnings - Investment	5,187	2,000	2,540	5,000	5,000
Totals for Dept 000-PROGRAM REVENUE		59,729	2,000	2,540	30,000	30,000
TOTAL ESTIMATED REVENUES		59,729	2,000	2,540	30,000	30,000
APPROPRIATIONS						
Dept 790: LIBRARY PROGRAMS						
272-790-741.001	Library E-Books	20,203	-	-	-	-
272-790-820.000	Contractual Services - Other	3,273	71,500	15,438	71,500	4,500
272-790-970.000	Capital Outlay - Outreach Programming	-	-	-	-	10,000
Totals for Dept 790-LIBRARY PROGRAMS		23,476	71,500	15,438	71,500	14,500
Notes:						
272-790-970.000	Purchase of sound baffles/absorption materials					
Totals for Dept		23,476	71,500	15,438	71,500	14,500
TOTAL APPROPRIATIONS		23,476	71,500	15,438	71,500	14,500
NET OF REVENUES/APPROPRIATIONS - FUND 272		36,253	(69,500)	(12,898)	(41,500)	15,500
Fund Balance - Beginning		183,489	219,743	219,743	219,743	178,243
Fund Balance - Ending		219,743	150,243	206,845	178,243	193,743



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To: Tim Klunder, City Manager, Mayor Klynstra and City Council Members
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From: Amanda Hanson, Director, Howard Miller Library & Community Center

Re: Contract for Web Development Services by Library Market/Yellow Lime Creative

Date: March 12, 2025

BACKGROUND: Pursuant to the planned discontinuation of using Civic Plus for website development and management by the City for the City's website, the Howard Miller Library would like to engage the services of a web development firm, Library Market, for development and maintenance of the Library's website. It was determined that the needs of the Library for website services are very different from the needs of the City and that a separate web developer which specializes in working with public libraries would be the best course of action as we terminate Civic Plus services by the end of 2025. The Library Advisory Board recommends the approval of the contract for services for web development by Library Market to begin July 1, 2025. The Library would also like to engage the creative services of Yellow Lime Creative to help support the ongoing design elements and to ensure that the look and feel of the Library Market design is complementary to the City's new website design elements.

RECOMMENDATION: City Council to approve the contract for services to begin July 1, 2025, with Library Market for website development and maintenance services. Those totals are as follows:

- \$24,900 Website Design & Development
- \$ 2,000 Maintenance & Hosting (annual fee, IT budget)
- \$ 1,500 Library Calendar Subscription (annual fee, IT budget)

A copy of the invoice for services is attached to this memo.

RECOMMENDATION: City Council to approve the contract for design services through Yellow Lime Creative not to exceed an annual fee of \$7,200 for the FY 2025-2026.

Thank you.

Amanda Hanson

Amanda Hanson, Director, Howard Miller Library & Community Center