

Howard Miller Public Library

Library Advisory Board Meeting

April 15, 2025

4:30 p.m.

East Activity Room - Community Center

- I. Call to Order
- II. Approval of Minutes for March 18, 2025, meeting
(motion and approval, Minutes attached)
- III. Director's Report
- IV. Board Comment
- V. Old Business
 - a. Staff Appreciation Luncheon – reminder of Board contributions for April 17
- VI. New Business
 - a. Letter of condolences and appreciation to Jack Miller family in recognition of his passing *(informational)*
 - b. Discussion of Board officer nominations to be elected in May *(informational)*
 - c. Library website refresh and marketing campaign update *(informational)*
- VII. Public Comment
- VIII. Board Comment
- IX. Adjournment

Next Regularly Scheduled Meeting:

Tuesday May 20, 2025

4:30 p.m.

East Activity Room – Community Center

**Howard Miller Library Advisory Board
Meeting Minutes
March 18th, 2025**

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

Absent: Lynette Lam

Meeting called to order 4:30pm.

Minutes from the January 28th meeting were approved as written.
M-Mary Beth Timmer, S-Mary Wilkos - Passed unanimously.

Staff Introduction: Abby Machiela, Librarian I was introduced to the board. Abby is a parttime Librarian I and also parttime student at Grand Valley State University studying archaeology. She will take on the 40 hour Summer Intern position at the library beginning in June and help with Summer Reading Program efforts. She has worked with the library for 3 years.

Director's Report:

- Amanda shared highlights from the Jigsaw Puzzle competition held in February for the community. Based on this success we will plan to have more puzzle competitions at the library in the future.
- 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.
- The operational goals for the Library have been set by the City Council and include the following:
 - Update the Library website in conjunction with the City website. Target date for completion is December 31, 2025.
 - Install sound-absorption materials in the building to treat ongoing acoustic issues.
 - Engage in a public awareness campaign about the benefits provided through library services. A professional marketing organization will be hired to facilitate this effort.

Board Comment:

- Terry Allen suggested contacting GVSU for affordable and professional marketing services.

Old Business:

None.

New Business:

- A. Overview of FY 25-26 budget for the library was given. Amanda anticipates the approval of the proposed budget by City Council is forthcoming.
- B. Review and approval of a memo recommending the approval by City Council for the service contracts associated with the website redesign: M-Mary Wilkos, S-Alison Reese - Passed unanimously.

- C. Discussion of Staff Appreciation luncheon on Thursday April 17. Lunch will be catered by Wolfies and Board members signed up to bring side dishes.

No public comment.

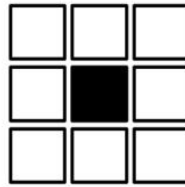
No Board comment.

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

Next Regularly Scheduled Meeting: April15, 2025.

UNAPPROVED

March 2025
Family enjoying new puppet
stage in Children's area



DIRECTOR'S REPORT

March 2025

March 18, 2025
Book Character Parade



Library Events/Programming Highlights

- The quilt show was held on the main floor of the library throughout the month of March. We had 8 quilts by community members and 4 quilts by staff on display. Voting for the "favorite" quilt was held and the winner received a gift card to the fabric store in Zeeland.
- The Community Center hosted a blood drive with Versiti Blood Center on March 3 and collected 5 units of blood, which will save 15 lives in the community.

Staff Highlights

- HML hosted a collaborative meeting for the Big Read program held each Fall and coordinated by Hope College. Programming options were discussed, and title selections were revealed.
- Julie Russell, Librarian II and Children's specialist, added to the imaginative play space in the Children's area by the elevator.
- Amanda Hanson presented at a Library of Michigan conference on the topic of millages and public libraries as part of her capstone experience with the Public Library Director's Post Pandemic Cohort. Roughly 100 people attended the talk.

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 have begun working with Library Market on the Library website build. Weekly Zoom meetings will take place during the first phase of the project: Discovery.

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.

- Funding for this project is approved by City Council. We will begin to work with Yellow Lime Creative to build this informational campaign for the public.

Looking Forward

- Spring Break programming will include a movie day and a special visit by the folks from the Air Zoo. Both events are for all ages. We will also offer a STEM drop-in program for families.

HML by the Numbers – March 2025

	March		
	2025	2024	% Change
Visitors	10,179	10,008	2%
Curbside Delivery	16	20	-20%
Digital Downloads	6,170	5,865	5%
Physical Items (Circulation)	27,396	29,772	-8%
Computer Sessions	464	386	20%

Children's Programs:

- 21 programs – 612 participants

Adult Programs:

- 3 programs – 56 participants

Outreach Programs:

- 2 programs – 9 participants

Passive Programs:

- 3 programs - 507

HOWARD MILLER LIBRARY

14 S. CHURCH STREET • ZEELAND, MI 49464 • 616-772-0874

The Family of Jack Miller
860 E Main Ave
Zeeland, MI 49464

April 4, 2025

Dear Miller Family,

On behalf of the Library Advisory Board of the Howard Miller Library & Community Center, I would like to extend our deepest condolences on the passing of Jack Miller. We were deeply saddened to hear of his passing, and our thoughts are with you during this difficult time.

Jack was not only a prominent business leader but also a philanthropist whose generosity and vision left a lasting impact on our community. His steadfast support of the Howard Miller Library and Community Center, particularly through his contributions to the endowment fund, has ensured that his father's legacy continues to thrive. His commitment to strengthening this institution has made a meaningful difference in the lives of so many, and his generosity will continue to be felt for generations to come.

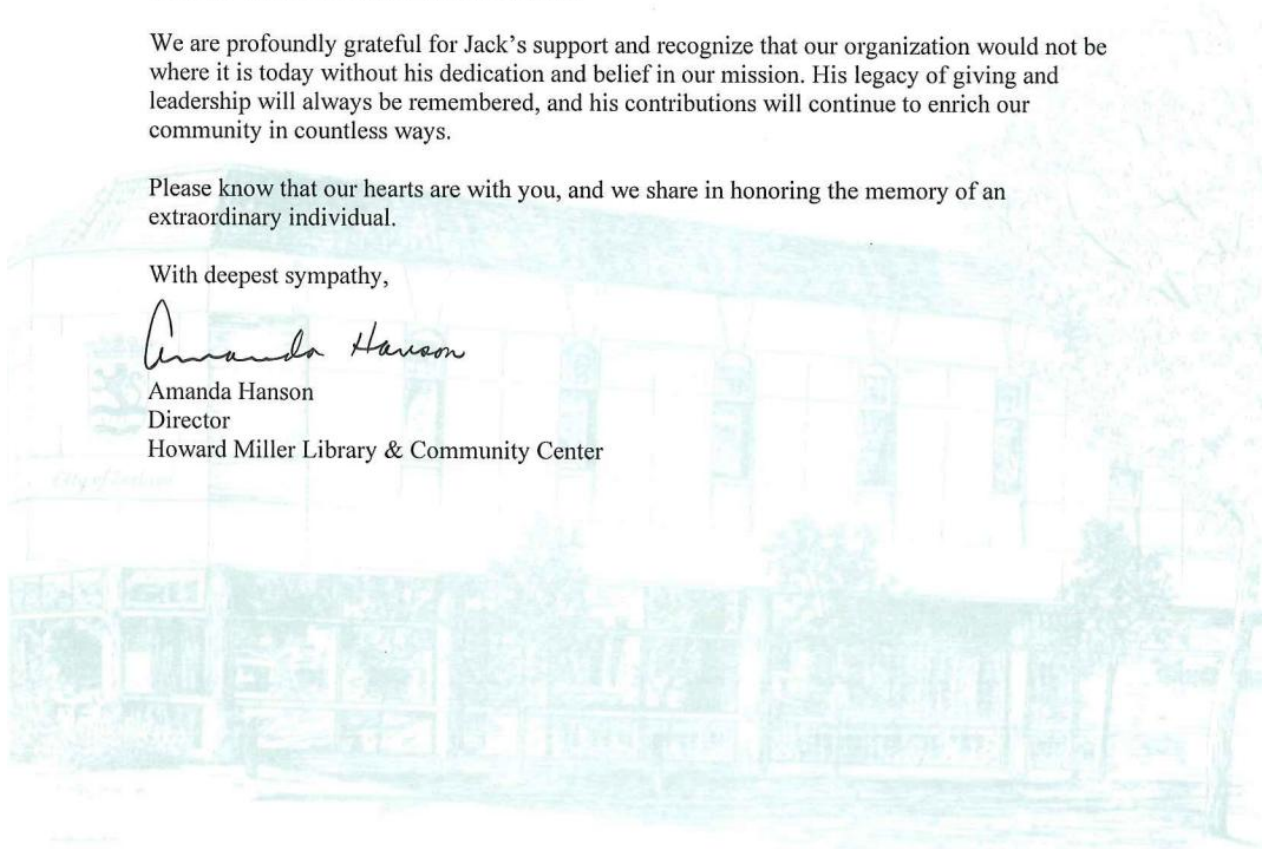
We are profoundly grateful for Jack's support and recognize that our organization would not be where it is today without his dedication and belief in our mission. His legacy of giving and leadership will always be remembered, and his contributions will continue to enrich our community in countless ways.

Please know that our hearts are with you, and we share in honoring the memory of an extraordinary individual.

With deepest sympathy,



Amanda Hanson
Director
Howard Miller Library & Community Center



Library Advisory Board Members and Term Expiration Dates

Members

<u>Name</u>	<u>Office</u>	<u>Term Expires</u>
Terry Allen	Member at Large	5/2/2027
Barb Dannenberg	Member at Large	5/6/2029
Kate Kraak	Zeeland Charter Twp Rep	N/A
Lynette Lam	Member at Large	5/6/2028
Alison Reese	Member at Large	5/1/2025
Mary Beth Timmer	City Council Liaison	N/A
Mary Wilkos	Chair	5/3/2025