



**LIBRARY BOARD'S AGENDA – DECEMBER 18, 2023**

Monday – 3:00 pm

**NORTHSIDE LIBRARY (705 West Rio Road  
Charlottesville, 22901)**

**and**

**[Presented Virtually](#) or**

**via PHONE at 888 788 0099 (Toll Free)  
(Webinar ID: 896 9925 2242)**

- 3:00 p.m.            Call to Order, Remote Participation Confirmation, & Disposition of the Minutes  
of the Previous Meeting**
- 3:05                    Announcements & Public Comments**
- 3:35                    Trustee Continuing Education**
- 3:35                    Committee Appointments and Reports**  
    1. Central Renovation Working Group Report  
    2. Policy Committee Report
- 3:50                    New Business**  
    1. Strategic Plan Survey Feedback
- 4:15                    Old Business**  
    1. Second Reading and Potential Vote on Policy 5.6 (Signage)  
    2. FY25 Budget Update
- 4:30                    Library Director's Report**
- 4:35                    Other Matters**
- 4:40                    Future Agenda Items**
- 4:45                    Proposed Adjournment**



# Jefferson-Madison Regional Library

201 East Market Street | Charlottesville, Virginia 22902 | (434) 979-7151 | FAX (434) 971-7035

## DRAFT

### MINUTES OF THE NOVEMBER 27, 2023 MEETING OF THE LIBRARY'S BOARD OF TRUSTEES

#### TRUSTEES PRESENT

President Tony Townsend (Albemarle)  
Meredith Cole (Charlottesville)  
Brandy Polanowski (Louisa)  
Michael Powers (Albemarle)  
Kathy Johnson Harris (Charlottesville)

Vice President Aleta Childs (Nelson)  
Martha Ledford (Greene)  
Peter Morville (Albemarle)  
Anne Hemenway (Charlottesville)

#### OTHERS PRESENT

David Plunkett, Library Director  
Jerry Carchedi, Business Manager  
Brittany Eversberg, Circulation Manager  
Willie Gentry, Louisa Board of Supervisors Liaison

Krista Farrell, Assistant Library Director  
Sierra Hammons, Collection Specialist  
Camille Thompson, Gordon Avenue Library Branch  
Manager

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#### CALL TO ORDER, REMOTE PARTICIPATION CONFIRMATION, & DISPOSITION OF THE MINUTES OF THE PREVIOUS MEETING

The regular monthly meeting of the Jefferson Madison Regional Library's (JMRL) Board of Trustees was convened on Monday, November 27, 2023 at 3:00 PM, at the Gordon Avenue Library (1500 Gordon Avenue, Charlottesville, VA 22903), and live streamed using videoconferencing software. (A recording of the meeting is available at: <https://www.youtube.com/watch?v=mCsbUKtVwzg>.) Trustee Harris moved that Aleta Child's request to attend today's meeting of the JMRL Board remotely due to a personal matter, specifically traveling out of state, be approved. Motion passed unanimously. Trustee Powers moved that Martha Ledford's request to attend today's meeting of the JMRL Board remotely due to temporary or permanent disability or other medical condition that prevents her physical attendance be approved. Motion passed unanimously. Trustee Hemenway moved to approve the minutes for the October 23, 2023 Board Meeting as submitted. The motion passed unanimously.

#### ANNOUNCEMENTS AND PUBLIC COMMENTS

Director Plunkett introduced Camille Thompson, Gordon Avenue Library Branch Manager, who welcomed everyone in attendance to the Gordon Avenue Library and announced there would be a branch tour at the end of the Board meeting. No public comments.

#### TRUSTEE CONTINUING EDUCATION

Brittany Eversberg, JMRL's Circulation Manager, presented to the Board information on JMRL's Delivery Services.

#### COMMITTEE APPOINTMENTS AND REPORTS

##### *1. Budget Committee Report*

Trustee Childs reported that the Budget Committee met earlier this month and discussed the Proposed JMRL FY25 Budget. The Budget Committee is recommending the Proposed JMRL FY25 Budget to the Board for a vote.

#### OLD BUSINESS

##### *1. Discussion and Potential Vote on Proposed JMRL FY25 Budget*

Director Plunkett shared with the Board the proposed JMRL FY25 Budget. Director Plunkett reported that the operating expenses are stable between FY24 and the proposed FY25 Budget, with only a .2% increase. Personnel expenses increased from FY24 with a total increase of 4.8% for the proposed FY25 Budget. The proposed FY25 Budget includes only two of

the operational requests that JMRL's managers requested: 100 additional substitute hours at Louisa and upgrading a position at Greene from a part-time Children's Specialist to a full-time Young Adult Librarian. The proposed FY25 Budget also includes a 2% cost of living pay increase for all staff, as well as an additional 3% pay increase (5% total) for staff that have been employed with JMRL for under eight years, and an additional 5% pay increase (7% total) for staff that have been employed with JMRL for over eight years. Trustee Harris moved to approve the Proposed JMRL FY25 Budget as submitted by the Budget Committee. The motion passed unanimously.

## **COMMITTEE APPOINTMENTS AND REPORTS (CONTINUED)**

### *2. Central Renovation Working Group Report*

Trustee Hemenway reported on Working Group meetings with Charlottesville and Albemarle staff and elected officials.

### *3. Five-Year Plan Committee Report*

Trustee Cole reported that the Five-Year Plan Committee met in November and formed a sub-committee to condense what has been written so far on the FY25-29 Five-Year Plan; the sub-committee will meet in early December. The full Five-Year Plan Committee will meet in February. The Five-Year Plan Committee reviewed the results of the recent public survey. Trustee Cole reported that the Committee aims to get a full draft of the new Five-Year Plan to the Board in April, which will need a final vote in June.

## **NEW BUSINESS**

### *1. Discussion and Potential Motion for Job Description Revision Project*

Director Plunkett reported that the City of Charlottesville is hiring an outside group to rewrite the internal City job descriptions and announced that JMRL has the opportunity to be included in this study, which will cost up to \$37,000. Director Plunkett recommended expenditure for this study. Trustee Harris moved that the Board authorize JMRL to expend up to \$37,000 to participate in the City of Charlottesville's contracted job description revision project from the library operating costs in FY24. The motion passed unanimously.

### *2. Potential First Reading of Policy 5.6 (Signage)*

Policy 5.6 (Signage) was presented to the Board for a first reading. Policy 5.6 will be presented to the Board next month for a potential vote.

## **LIBRARY DIRECTOR'S REPORT**

Director Plunkett reported that the Drive-up window service at Gordon Avenue Library is installed and will begin services starting Monday. JMRL's Greene County Library Branch Manager, Ginny Reese, retired last Wednesday and JMRL's Young Adult Services Coordinator, Tim Carrier, retired last month; hiring for these two positions is currently underway. Director Plunkett thanked Brittany Eversberg for coordinating the JMRL Food Drive which collected 600 pounds of donations, so far. The book vending device for Nellysford, funded by the Grow Nelson Library, has been ordered and should potentially arrive in February or March 2024. The book vending device will be located at the Nellysford Shopping Center.

## **OTHER MATTERS**

Trustee Polanowski asked for a status update regarding the repair of the lockers at the Louisa County Library. Director Plunkett stated JMRL is currently awaiting repair parts for the lockers, but there is no eta at this time.

## **FUTURE AGENDA ITEMS**

Possible future agenda items include a potential vote on Policy 5.6 (Signage), reports from the Policy Committee and the Central Library Working Group, and a presentation on the survey results from the Five-Year Plan. The next Board Meeting will be December 18, 2023 at the Northside Library.

## **ADJOURNMENT**

The meeting adjourned at 4:08pm.

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# Strategic Planning Survey Results

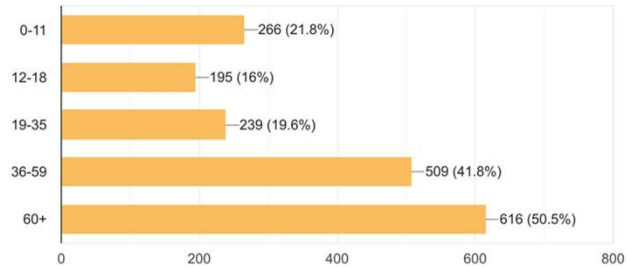
JMRL 5 Year Planning Committee  
Community Engagement Subcommittee

## Demographics

## Demographics

Please select the ages in your household.

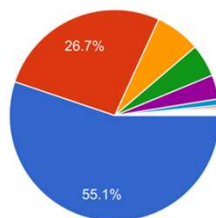
1,219 responses



## Demographics

Which jurisdiction do you live in?

1,224 responses



- Albemarle County
- Charlottesville
- Greene County
- Louisa County
- Nelson County

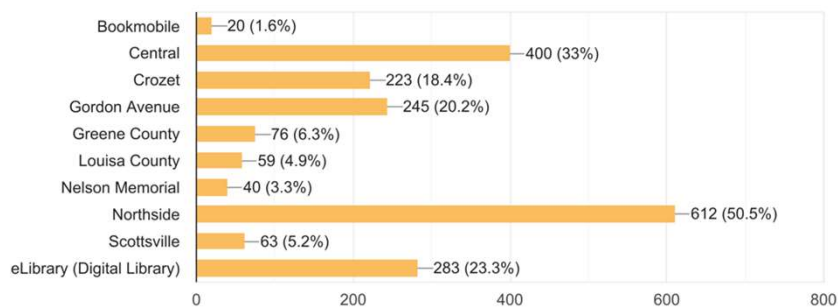
Non JMRL Jurisdictions	Totals
Buckingham County	3
Fluvanna County	19
Goochland County	1
Madison County	2
North Carolina	1
Orange County	1
Waynesboro	1
<b>Grand Total</b>	<b>28</b>

# Library Usage

## Library Usage

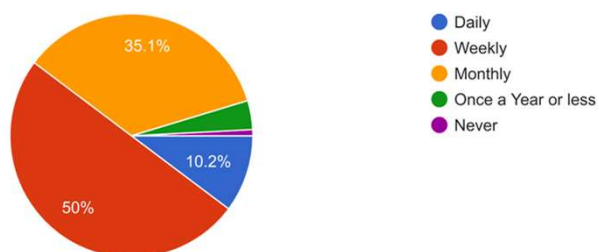
Which JMRL library locations do you visit on a regular basis? Select all that apply.

1,213 responses



## Library Usage

On an average how often do you use JMRL library locations or resources?  
1,222 responses



## Of the 10 who responded “Never”...why not?

Selected Options	# of Responses
I buy my own books/magazines/DVDs	4
Parking is too difficult	3
I get my information from the Internet	3
Don't need to use it	3
Too busy	2
I use the library at school/college	2
The library is too far from my home	1
Library is unsafe, unpleasant, or unwelcoming	1
<b>Grand Total</b>	<b>19</b>

Options that were not selected:

- ▶ Don't have any transportation
- ▶ Don't know the library's location
- ▶ Library hours aren't convenient
- ▶ I use a neighboring public library
- ▶ I don't know what the library offers
- ▶ It's too hard to find what I'm looking for

Other responses (fill in the blank): “use electronic library”

“Would like to get a card online”

“We moved here during Covid and are just now beginning to add activities. We intend to use it extensively in the near future.”

## If you don't often visit the library, what would draw you there?

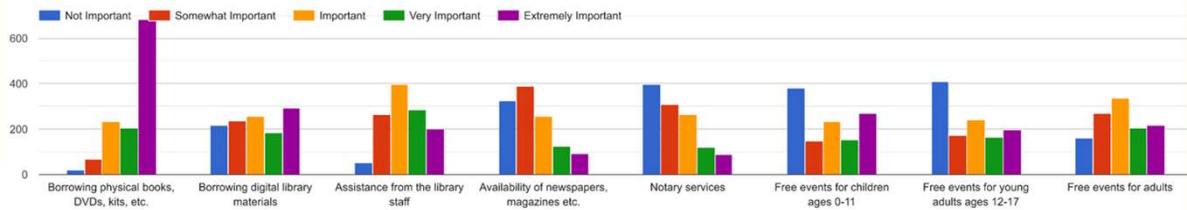
- ▶ Adult activities such as book clubs, etc
- ▶ a coffee shop within the library, to enjoy a latte while reading & have it be more of a gathering place
- ▶ Easy parking. Multiple available copies of books I want so no waiting list.
- ▶ Visiting authors
- ▶ I want to be able to use the services online/without driving in
- ▶ webinars courses for professional development

## Library Services



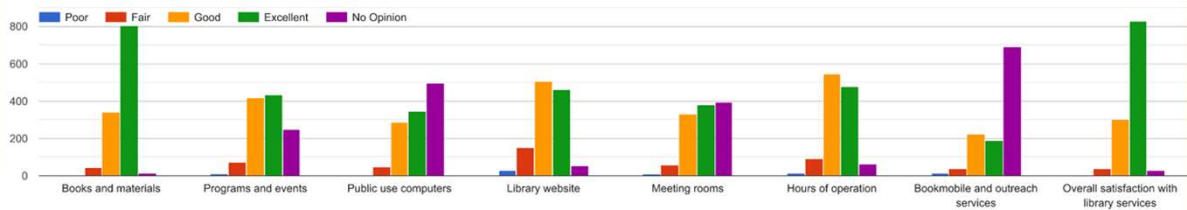
## Library Services

How important are the following to you?



## Library Services

Please rate existing JMRL library services.



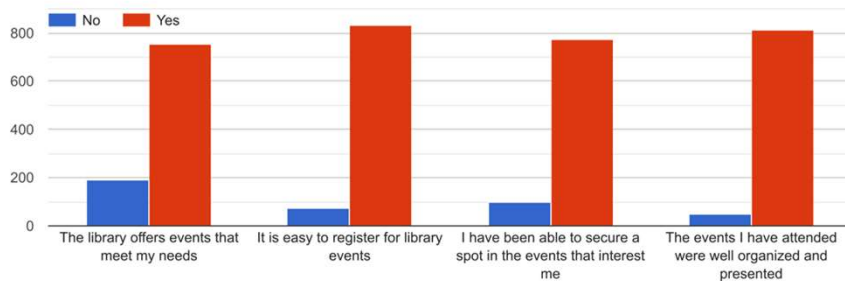
In the future, I would like to see JMRL services focus on:

<b>Selected Options</b>	<b># of Responses</b>
Community information & involvement	523
Children and young adult services	523
Serving as a community meeting center	439
Current topics/popular titles	393
Basic literacy	379
Local history & genealogy	363
Cultural awareness	357
Skills to find, evaluate, and use information	345
Computer and technology skills	340
Support for educational achievement	333
Bookmobile and outreach services	293
Personal growth opportunities	260
Job and workforce support	254
Consumer information	211
Business and career information	209
Government information	206
Outreach and extended library services	4
<b>Grand Total</b>	<b>5,432</b>

Library Events

## Library Events

Please select the answer that best represents your views on library events.



## How do you learn about events?

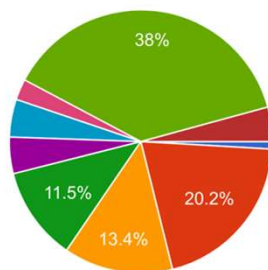
Selected Options	# of Responses
Library website	772
Flyers in my local library	532
Library social media	316
From friends and family	223
Email newsletter from JMRL	120
Newspaper	114
Non-library social media	57
Television	48
Radio	30
Library Staff	7
Word of mouth	4
<b>Grand Total</b>	<b>2223</b>

- ▶ "I think I have only been to non library sponsored events at the library. Thanks for sharing your space!"
- ▶ "I don't go to events but plan to in the near future"
- ▶ "I have not found any library events yet that interest me"
- ▶ "I didn't know there were events"
- ▶ "online news sources" such as "GreeneJournal.com" and "Charlottesville Family Magazine"
- ▶ "Events at The Center"
- ▶ "From the Scottsville librarians"

# Library Spaces

## Library Spaces

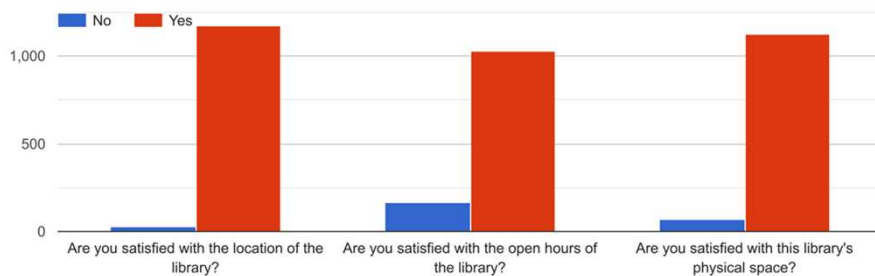
Please select the physical JMRL location you use the most.  
1,207 responses



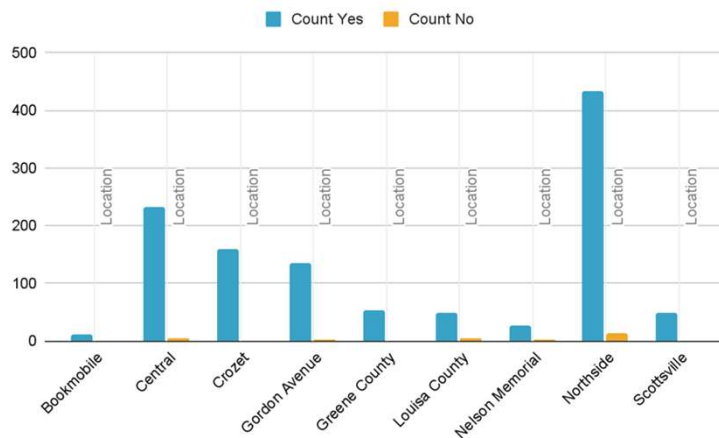
- Bookmobile
- Central
- Crozet
- Gordon Avenue
- Greene County
- Louisa County
- Nelson Memorial
- Northside
- Scottsville

## Library Spaces

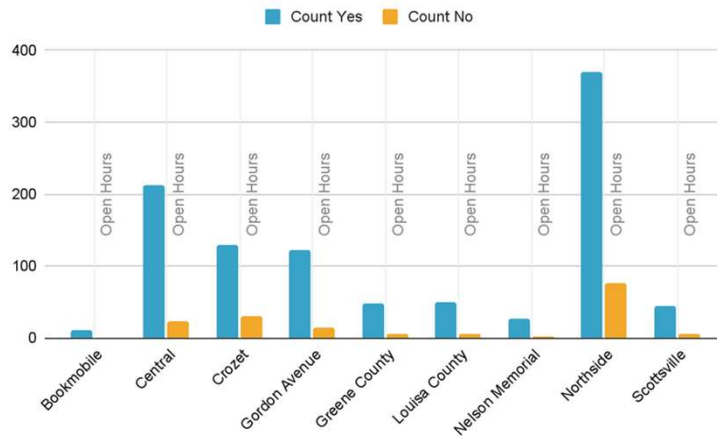
Thinking about the library you selected:



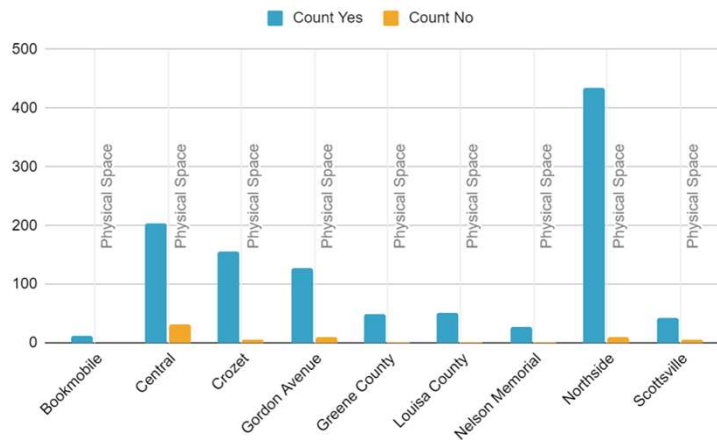
## Satisfaction by Branch - Library Location



## Satisfaction by Branch - Open Hours



## Satisfaction by Branch - Physical Spaces



# Library Technology

## Library Technology

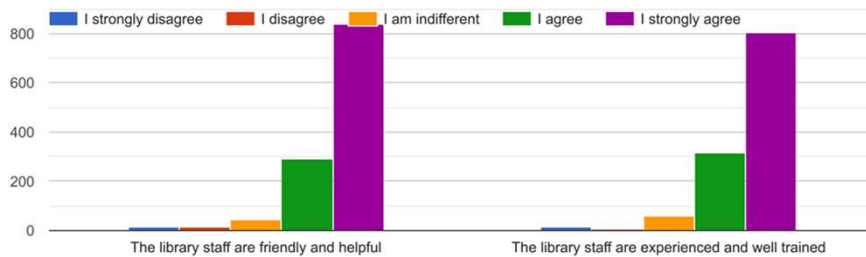
<b><i>Selected Options - Library Technology Like to See Improved</i></b>	<b><i># of Responses</i></b>
Improved access to library resources from home	511
More access to online research tools	303
Access to new and emerging technologies	297
More wireless internet access for personal devices	170
More catalog computers	112
Additional computers with word processing and spreadsheet programs	81
<b>Grand Total</b>	<b>1,474</b>

<b><i>Selected Options - New Technologies Like to Learn About</i></b>	<b><i># of Responses</i></b>
Craft/material art creation	356
3D Printing	340
Digitization of obsolete formats	316
AI (Artificial Intelligence)	255
Digital art creation	223
Virtual reality	145
Audio creation	126
<b>Grand Total</b>	<b>1,761</b>

# Library Customer Service

## Library Customer Service

To what extent do you agree with the following statements regarding library staff?

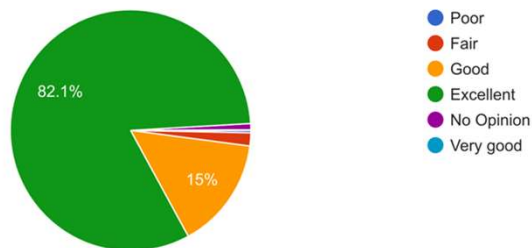




## Library Customer Service

How would you rate the overall level of service provided to you by the library and its staff?

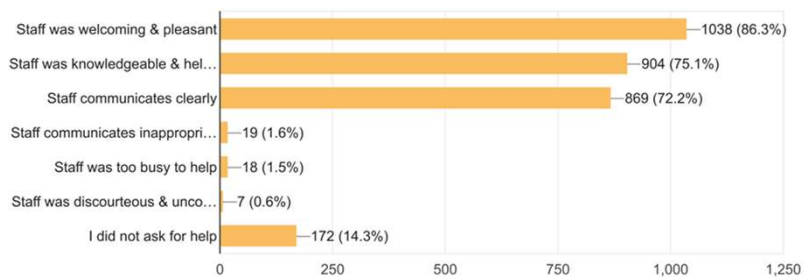
1,209 responses



## Library Customer Service

Thinking about the last time you used the library, please select all item(s) which describe the service you received at the library.

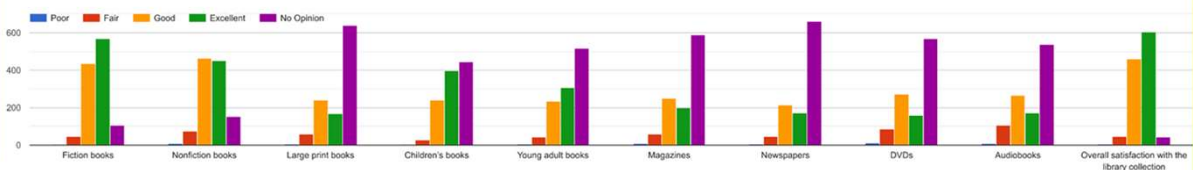
1,203 responses



# Library Collections

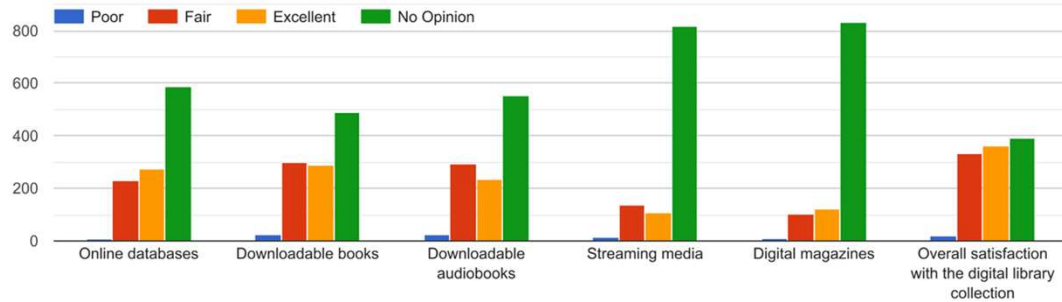
## Library Collections

How would you rate the following physical library collection areas?



## Library Collections

How would you rate the following digital library collection areas?



## Freeform Feedback

## Freeform Feedback Themes

- ▶ Lots of positive feedback on programs, services, and staff
- ▶ Physical space improvements
- ▶ Parking improvements
- ▶ Expanded hours systemwide
- ▶ Ebook access
- ▶ Balanced collections and services
- ▶ Website/catalog update

## **SIGNAGE**

### **SIGNAGE BY LIBRARY STAFF**

Signage in the library should be clear, neat, and professional, generally not handwritten.

All signs in public areas must be approved by the Branch Manager or designee.

#### Sign Content:

- All signs require a small initial and date in the bottom left corner to indicate when the sign was made and who made it.
- All signs, no matter how long they are being used, need to follow the guidelines of the JMRL Style Manual in the usage of font, color, and layout ideas. The exceptions are the brochures for the Teen and Kids summer reading programs and the READ posters. If possible the JMRL Style Manual font should be used where appropriate for summer reading brochures.
- Signage templates that are on the Intranet should be used as guidelines for sign layout.
- All signs need the JMRL footer from the JMRL Style Manual.

#### Posting Signs:

- Signs should be changed in a timely manner to keep them interesting. No sign should be left up for more than 2 years without approval of the Branch Manager.
- Except for hours and closing signs, signs should not be put on exterior windows or glass doors.
- Signs should be put in plastic sign holders, printed on card stock, or laminated.

### **SIGNAGE BY PUBLIC**

In general the public may not put up signs on Library property. See JMRL Policy Section 4.51 for more information.

Adopted January 28, 2013

## DRAFT POLICY 5-6, SIGNAGE

Signs are temporary or permanent visual communications that are used by the Library to:

- promote Library events, programs, and courses
- outline Library policies and procedures
- provide directions to Library materials and facilities
- meet legal or jurisdictional requirements
- identify services and spaces within the facility
- enhance the Library experience through decorative effect

Signs represent statements by JMRL to the public. Signage should serve JMRL's mission and values. Logos or URLs on signs should be limited to JMRL, or organizations and activities directly related to JMRL's mission and values.

Generally signs may only be posted by library staff, library partners, governmental partners, the Friends of the Library, or the Virginia Festival of the book. Members of the public interested in posting information at JMRL should refer to Policy 4.51 DISPLAYS AND HANDOUTS.

Library signs should be visually appealing and convey a positive and professional impression of the Library. Signage created by JMRL should be stylistically consistent with the Library's branding.

Signs may only be placed in designated areas at the discretion of the branch manager.