

La Porte County Public Library Board of Trustees Meeting Minutes

February 15, 2024 at 5:30 PM CDT
904 Indiana Avenue, La Porte, IN 46350

Attendance

Present:

Members: Karen Ellison, Bonnie Snider, Nicole Florek and Amy Jackson

Anthony Novak, Attorney

Fonda Owens, Director

Ann Shaffer, Treasurer

Absent:

Members: Corey Campbell, Dara Jeffries, and Rhonda Spence

Call to Order

Secretary Karen Ellison called the meeting to order at 5:30 PM.

Public Forum

Secretary Karen Ellison called for questions or comments from the public. There were none.

Consent Agenda

- a. Minutes of January 18, 2024 Board of Trustees Meeting
- b. Minutes of the January 18, 2024 Board of Finance Meeting
- c. Financial Report
- d. Statistics Reports

A motion was made by Nicole Florek and seconded by Amy Jackson to approve the consent agenda. The vote was taken and the motion carried.

Reports

Manager Reports

Pam Okosun, Community Learning Manager, reported equipment purchased with the grant from the Howmet Foundation, community members are starting to use. Embroidery machines and UltiMaker 3D printers are the first of the equipment to be used by the community. A number of the Safety and Learning Bundles have been given to customers who have completed the safety training. Staff are finalizing training for the X-Carve, Resin 3D printer and precision lathes. Equipment is scheduled to be available for public use at the end of February.

A ribbon cutting event to publicly launch the use of the new equipment is scheduled for April 10.

Holly Trott, Access and Collections Manager, explained to the board about Palace Project and how it will enhance the collection of eAudio and eBooks.

Director

Director, Fonda Owens, reported the Library Annual Report and the Financial Annual Report are both due by February 29th. Statistics from these reports will be presented at the March meeting.

Collaborating with the Westville Public Library, Director Owens is working with staff on submitting a grant to the Health Foundation for hosting Tai Chi at the Library.

Director Owens reported that she has contacted other libraries in La Porte County for support in fundraising for the Dolly Parton's Imagination Library. Response from the directors was positive.

Director, Fonda Owens, reported that she attended the Indiana Federation's Legislative Day at the Statehouse and also attended, via Zoom, the ILF Legislative Update. It appears at this time that SB32 will not be getting a hearing in the House. ILF will continue monitoring.

Indiana Library Federation has formed another organization called IN FREEDOM, reported Director Owens. This grassroots coalition is geared towards public membership "ensuring every Hoosier enjoys the unrestricted freedom to read and access books of all genres".

Director Owens reported that she has been working on programs and partnerships policies, which will be presented later in this meeting. Also, been working with staff on different methods of data reporting.

Legal Counsel

Attorney, Anthony Novak, stated he had nothing to report this month.

Unfinished Business

There was no unfinished business.

New Business

a. LPCPL Brand and Communications Policy

A motion was made by Bonnie Snider and seconded by Nicole Florek to approve the LPCPL Brand and Communications Policy as presented and with the addition of print mailings added to the list of items that need branding as described in the policy:

La Porte County Public Library
Brand and Communications Policy

The LPCPL brand identity articulates our mission of delivering information to the community. It ties all LPCPL elements and initiatives together to convey the strength and depth of LPCPL as a crucial community partner. When used consistently in all aspects of communications, the Brand and Communications Policy, helps our customers recognize our multi-faceted Library and navigate our spaces, services, and resources.

To ensure that goal the following is to be used as guidance for all staff:

The LPCPL logo(s) should never be altered. Do not skew, stretch, or change the proportions of any logo. Do not change logo colors, patterns, or opacity.

Official library colors should be used for accents, borders, and embellishments in official library marketing materials.

Exceptions may be made to using library colors when working with a partner organization or entity whose logo or branding colors would create materials that are not pleasing to the eye. Any changes must be authorized by the Assistant Director/Director.

All photos and images acquired for branding and communication must comply with the LPCPL Photo policy.

High-quality photography and images must be used. Photos and images should be bright and naturally lit when possible and should include a diverse range of people.

Any use of photo and images must comply with copyright requirements. Do not use images from internet searches because usage rights are not always accurate.

All trademarked programs that belong to other organizations must be referenced accordingly and they should never give the impression they are LPCPL trademarks.

Maintain an informal, conversational and friendly tone when writing content for LPCPL. Use a more formal and professional tone when writing press releases and official correspondence.

Marketing Communications handles language translations for all public-facing communications. Translation requirements should be identified as early in the project process as possible.

Branded materials are defined very broadly as anything used to express and represent the library, identify the library brand, and differentiate our brand from other entities. Staff may not use personal accounts to create work-related designs. This includes, but is not limited to, digital or physical materials such as:

- Flyers
- Posters
- Handouts
- Signs
- Web graphics
- Social media posts
- Advertising
- Items made at the LPCPL Exchange
- Items made in the LPCPL Business Center
- Giveaway items

- Presentation slides—this includes conference and community presentations
- Apparel
- Email signatures
- External email messaging
- Press releases
- URLs

The Marketing and Communications Department will provide a style guide toolkit that all staff must follow in regard to the above listing.

All staff should observe the following guidelines in regard to media outlets:

- Always notify your supervisor and the when you are contacted directly by a news outlet.
- Refer all media to the Assistant Director or Director
- If you are authorized to communicate, with media, you must provide the Marketing Communications Department with a brief summary of the interview once it has finished.
- If you have any other questions, please contact the Assistant Director or Director.

Marketing materials LPCPL and community partner(s) accurately represented. For partnerships where the partner is responsible for creating marketing materials, LPCPL Marketing will supply an approved high-resolution logo to the partner for inclusion on any marketing materials.

Marketing and Communications staff need to review all marketing materials that represent or reflect LPCPL before they are released to the public in any form (physical or digital).

Friends of the Library create their own designs and publications separately from LPCPL.

The vote was taken and the motion carried.

b. LPCPL Photo Policy

A motion was made by Nicole Florek and seconded by Bonnie Snider to approve the LPCPL Photo Policy as presented:

La Porte County Public Library
Photo and Video Policy

This policy applies to photo, video and media requests that involve La Porte County Public Library or take place on the Library’s property. It covers any method of media capture, which includes - but is not limited to - still cameras, video cameras, tape recorders, microphones, mobile phones, electronic tables and computers.

The following will be observed, unless exceptions are made at the discretion of the Library’s Assistant Director or Executive Director:

Library customers and staff members may not be photographed, filmed or audio-recorded without providing verbal or written permission. If the subject is 18-years-old or younger, verbal or written permission must be obtained by a parent or guardian.

Persons photographing, videotaping, or recording on Library premises have the sole responsibility for obtaining the necessary releases and permissions from persons who are to be photographed, videotaped, or recorded. The Library undertakes no responsibility for obtaining these releases.

Photographic, filming or audio-recording sessions may not disrupt Library business, damage or alter Library property, inhibit customer access, or cause other safety hazards.

Unapproved use of the Library's name, logo or image is prohibited.

Photographic, filming or audio-recording sessions must comply with the Library's Code of Conduct and meeting room policy.

Photographic, filming or audio-recording sessions must comply with the Library's customer privacy policies. Public libraries are considered limited public forums. Therefore, they have the right and duty to limit the activities of people on the Library's property.

All photographic, filming or audio-recordings must be in compliance with federal, state and local laws.

The Library reserves the right to document its services and the public's use of the Library. Official representatives of the Library may take photographs, video, or use other recording devices within the Library and at Library-related events and activities for Library purposes. These photographs and video may be copied, displayed, published (including on the Library's website), and telecast for such purposes as promotion, publicity, and news to inform the public about the Library. All such photography/videotaping will be in accordance with Library procedures. This policy extends to photographs and filming by Library staff at Friends of the Library events, at Library booths and programs at public events in the community.

This policy in no way restricts the Library from using monitoring devices to deter illegal activity or gain evidence of inappropriate activities.

The vote was taken and the motion carried.

c. LPCPL Partnership Policy

A motion was made by Bonnie Snider and seconded by Amy Jackson to approve the LPCPL Partnership Policy as presented:

La Porte County Public Library Partnership Policy

La Porte County Public Library is a trusted, welcoming, and relevant partner in the success of our community. LPCPL establishes partner relationships to respond to community needs and to champion learning and growth at every stage of life by offering equitable access to opportunities, resources, and services that help everyone be the best versions of themselves.

LPCPL seeks to partner with mission-aligned organizations, governmental entities and businesses to: jointly address community needs through specific measurable partner activities; deliver responsive and relevant programs, services, and resources to the community; and ensure that the work of the partnership is mutually beneficial to each of the partners as well as the community.

LPCPL partnerships are guided by the organization's mission, vision and values. LPCPL seeks to partner with organizations whose own mission, vision or values are in alignment with our own. Only organizations deemed appropriate and compatible with the mission, vision and values of LPCPL will be considered for a potential partnership.

It is important to work with a partner to develop shared partnership goals, objectives, activities and accountability.

The purpose of this policy is twofold:

1. To create a shared understanding of the partnership and work performed by partners
2. To establish the need to evaluate partnerships for effectiveness and results

Guidelines:

Partnerships are guided by LPCPL's Mission, Vision and Values

Partnership roles, responsibilities and actions are informed by LPCPL's Policies

Partnerships require the approval of the Executive Director or their designee

Programming Partnerships align with the LPCPL Program Policy

A partner may request a Memorandum of Understanding (MOU) for partnership work. An MOU is a detailed format for partnerships that outlines activities and expectations as well as contacts, evaluation timeline and options for renewing or expanding the partnership. It is not a legally binding document, but does require signatures from both parties. We prefer NOT to sign an MOU with a partner, and any partner that requests an MOU will need to provide a template which will need to be reviewed and approved by LPCPL's Executive Director

Partnerships do not include partner access to LPCPL customer identifying data, including email addresses

Partnerships will be evaluated on an annual basis. If an evaluation reveals a partnership is ineffective, or if one or both partners no longer want to participate in the partnership, it should be discontinued. If the work of the partnership is complete, a partnership can be discontinued as well.

Evaluating partnerships is important to ensure that the goals and objectives of the partnership are being met, and the roles and responsibilities of each partner are reasonable and effective.

If an evaluation shows that a partnership has room for improvement and both parties are interested in continuing the relationship, the partners can begin communicating about how to improve outcomes.

Examples of modifications:

- A partnership goal no longer aligns with community aspirations or issues, so the goal is amended to better fit the needs of the community
- A partnership needs improved communication, so the partnership is modified to include specific communication methods, response times or check-ins
- A partnership can broaden its reach in the community, so the partnership is modified to include expanded goals and outcomes to better serve the community
- A partner has new leadership, so the partnership is updated to include new contacts and responsibilities as agreed to by partners

Examples of discontinuations:

- A partner is not actively participating in partnership work
- A partner's mission/vision/values are no longer aligned, or compatible, with LPCPL's mission/vision/values
- A partner is participating in discriminatory practices toward some or all of the community
- A partner has gone out of business, is no longer operating, or has otherwise chosen to discontinue partnership work. Discontinuing a partnership should not be taken lightly, and it is important to handle this situation with care.

Categories of Partnership

Strategic: aligned with LPCPL's mission, vision and values, AND allows for broad collaborative opportunities to support LPCPL's priorities. These partners have the ability to help us move work forward and address meaningful (typically long range) community concerns and aspirations.

Site-Specific Strategic: aligned with LPCPL's mission, vision and values, AND allows for collaborative opportunities to support LPCPL's priorities at one location or in one service area.

These partners have the ability to help us move work forward and address meaningful (typically long range) community concerns and aspirations.

Programming: partner organization offers time, talent or trade consideration for discounted costs to LPCPL in order to provide high quality programming for LPCPL customers. These are not regular paid vendors.

Supportive: partner supports LPCPL OR LPCPL supports the organization (i.e. in-kind relationships or one-way communication or promotion).

Mutually Supportive: partner supports LPCPL AND LPCPL supports partner (i.e. reciprocal relationships or two-way communication or promotion).

The vote was taken and the motion carried.

d. LPCPL Programming Policy

A motion was made by Amy Jackson and seconded by Bonnie Snider to approve the LPCPL Programming Policy as present:

La Porte County Public Library Programming Policy

La Porte County Public Library's programming policy establishes guidelines for providing and sponsoring high quality programs for all ages in keeping with the library's mission, values and goals. The library champions learning and growth at every stage of life by offering equitable access to opportunities, resources, and services that help everyone be the best versions of themselves. Library programs fuel a love of reading, encourage lifelong learning, and support essential literacies in our community. Programs are a means through which the public can learn through shared experiences, appreciate special interests, and exchange information.

The policy serves three main purposes:

1. To provide guidance for staff engaged in programming and program development.
2. To provide transparency to the public regarding our goals, criteria, and reasons for having the programming we do.
3. To provide common ground for library staff, library administration, and the public. The programming policy is written by library administration and then approved by the Library Board of Trustees. Library staff active in programming and program development will review this policy annually to ensure it is responsive to the changing needs of the library organization and the users it serves.

LPCPL serves all of La Porte County through its established district and reciprocal agreements with the other library districts in La Porte County. Together that combines for service to more than 110,000 people who live in La Porte's cities, small towns, and rural areas. Residents may belong to families that have lived in the county for generations or may be new to the county,

state, or country. The county's diversity is evident in the various interests, affiliations, and backgrounds of its residents.

Indiana Public Library Standards require libraries to provide at least 12 programs per year. Standards also require public libraries to offer a children's reading program for a minimum of 6 weeks at each location annually. State standards define a library sponsored program as "a workshop, program, seminar, or outreach program sponsored by the library, in which the library's staff plays a significant role, including, but not limited to, technology, informational literacy, early literacy, children's, cultural programming, and other programming offered for the community".

The Library's staff use the following criteria in making decisions about program topics, speakers, and accompanying resources:

- Community needs and interests
- Availability of program space
- Treatment of content for intended audience
- Presentation quality
- Presenter background/qualifications in content area
- Budget
- Relevance to community interests and issues
- Historical or educational significance
- Connection to other community programs, exhibitions or events
- Relation to Library collections, resources, exhibits and programs

In addition, the Library draws upon other community resources in developing programs and actively partners with other community agencies, organizations, educational and cultural institutions, or individuals to develop and present co-sponsored public programs. Professional performers and presenters that reflect specialized or unique expertise may be hired for Library programs; performers and presenters will not be excluded from consideration because of their origin, background, or views, or because of possible controversy. Library staff who present programs do so as part of their regular job and are not hired as outside contractors for programming.

All Library programs are open to the public. A fee may be charged for certain types of Library programs. The Library's philosophy of open access to information and ideas extends to Library programming, and the library does not knowingly discriminate through its programming. Library sponsorship of a program does not constitute an endorsement of the content of the program or the views expressed by participants, and program topics, speakers and resources are not excluded from programs because of possible controversy.

Registration may be required for planning purposes or when space is limited. Programs may be held on site at any Library agency, or off site. Any sales of products at Library programs must be

approved by the Library and benefit the Library. Programs are not used for commercial, religious, or partisan purposes or the solicitation of business.

External organizations or individuals partnering with the Library on programs must coordinate marketing efforts with the Library's Marketing Department.

The Library welcomes expressions of opinion from customers concerning programming. If a customer questions a library program, he/she should first address the concern with a Library staff member. Customers who wish to continue their request for review of Library programs may submit the Request for Reconsideration form. Requests for review of programs will be considered in the same manner as requests for reconsideration of library materials as outlined in the Library's Collection Development Policy.

The vote was taken and the motion carried.

Approval and Payment of Claims---APV Batch February 15, 2024

A motion was made by Bonnie Snider and seconded by Nicole Florek to approve payment of claims APV batch dated February 15, 2024. The vote was taken and the motion carried.

Questions or Comments from the Public

Secretary Karen Ellison called for questions or comments from the public. There were none.

Questions or Comments from the Board

Secretary Karen Ellison called for questions or comments from the Board. There were none.

Adjournment

A motion was made by Bonnie Snider and seconded by Amy Jackson to adjourn the meeting at 6:20 PM. The vote was taken and the motion carried.