



MINUTES

ATTENDEES

Present at the meeting were: Board Members Susan Kiefer (Vice President), Marissa Barrientos Shepherd, Marta Tarantsey, and Kevin Keating.

Additional attendees: Kari May (Library Director), Kelda Vath (Assistant Director, Support Services), Joan Vigil (Assistant Director, Public Services), Heather Scott (Finance Manager), Ryan Bradley (Marketing Manager), Hannah Harding (Legal Counsel), and Yoli Diaz (Executive Assistant).

Absent: Susan Kiefer, Board Member

CALL TO ORDER/ROLL CALL

Director Kiefer called the meeting to order at 4:04 p.m. Roll call was taken, and the Land Acknowledgement read.

CONSENT AGENDA

MOTION: Director Keating moved to approve the consent agenda, Director Tarantsey second, the vote was unanimous, and the motion passed.

ORAL REQUESTS AND COMMUNICATIONS FROM AUDIENCE

None

REPORTS

Director's Report

Library Director Kari May discussed the updated Director's Report format, which has been revamped to more effectively align with the library's Strategic Plan by clearly showing how the activities and programs the library offers support it. May also encouraged questions or feedback regarding the new format.

On page 11, Director Brown highlighted a story about an individual stranded due to a fire who expressed appreciation for the helpfulness and praise received from those in the community. Tarantsey inquired about when the PBS show "The Public Library: Free for All" will air. May stated that it will air on April 28th.

Ryan Bradley, the Marketing Manager, gave a presentation about how social media works for the library. He explained the strategy behind posting content tailored to each platform (Facebook, Instagram, Threads, etc.). Every Monday, Marketing Specialist Ryan Pfeil posts events on Facebook that are three weeks out, along with photos from branch events. They also post outreach team content and have a weekly Friday post highlighting the library's database. Job openings are shared on Facebook, and platforms like Twitter/X, Instagram, and Threads feature weekly highlights like a "movie of the week" and music from Hoopla.

The goal is to stay engaged with the community and be timely with content. Bradley shared the current follower counts: Facebook (4,860), X (1,403), Instagram (2,075), and Threads (603), showing steady growth since 2019

(from 5,000 followers combined across all platforms to 9,000 now). This growth reflects the building of a quality audience. Social media is driven by algorithms, meaning that the more people engage with posts, the more others will see them. For example, a post on Threads reached 110,000 people because of interactions. Engagement directly impacts visibility on social media.

Director Brown asked if all ads are paid for by the Library, Ryan noted that the library sometimes pays for limited advertisements to promote events. Director Tarantsey congratulated Ryan for successfully building a social media presence for the library.

Jackson County Library Foundation Report

Ginny Auer, Executive Director of the Foundation, shared excitement for the upcoming Dolly Parton Imagination Library event on March 4th at noon at Rogue Valley Country Club, expecting around 200 attendees and a \$50,000 fundraising goal, with a \$20,000 matching challenge for this year. They are also close to reaching their \$10,000 sponsor goal, having raised \$8,000 so far. Auer extended the invitation for everyone who would like to join and encouraged reaching out to the Foundation to RSVP.

She thanked Bear Creek for their \$375 donation to the Pollinator Garden. Auer expressed excitement about sponsoring the Rogue Reads program this year, including supporting Ross Gay's Author Talk on February 19, 2025. Auer gave a special thanks to this year's sponsors, Pacific Power and Hummingbird Estates. Additionally, the JCLF board has been actively engaging with the community through the Library Cups of Delight initiative, where board members have attended, and Auer has received positive feedback.

Financial Report

Heather Scott, Finance Manager, presented the Financial Report as of December 2024. The finance team has been reviewing all accounts and starting the budgeting process for FY26. Total expenses are at 43%, well within budget, with everything in compliance. Personnel costs are at 50% and library materials on target at 49%. Utilities slightly exceeded the budget due to the weather, and legal fees were slightly over, which may have been due to under-budgeting. Next year, the finance team will budget for more room for legal fees. Capital improvements are well under budget, with significant projects including AV installation in the Large Meeting room in Medford and architectural fees in Phoenix, as well as the purchase of new cargo vans in December.

Director Brown asked about major capital expenses for the rest of the year, and May mentioned maintenance projects, including three roof replacements. Tarantsey inquired about grant funds, Scott and May noting \$104,000 budgeted for facilities and furniture in both the general fund and grant fund, with some outstanding billings. Overall, everything is looking good.

Statistical & Strategic Plan Report

Kelda Vath, Assistant Director of Support Services, and Regina Mannino, Data Analysis Coordinator, presented the Mid-Year FY25 Statistics Report. They highlighted key performance indicators, including total circulation by fiscal year, per capita data, and library visits, which have increased year-over-year due to expanded hours and pandemic recovery. The number of new cardholders this fiscal year has already exceeded 50% of last year's total, suggesting the potential for a record high in the last seven years.

The report also noted that computer usage is on track to match last year's figures. The Spanish collection, particularly the Spanish-language juvenile collection, is the most popular, with 56% of checkouts from this category. Children's circulation in English also saw significant increases, along with the rise in the "Library of Things" circulation. Mannino shared a variety of data, including digital checkouts, physical circulation, incident

reports, and staff training updates.

COMMITTEE AND BOARD MEMBER REPORTS

Advocacy:

Director Brown reported that the Advocacy Committee has been meeting regularly. During the last meeting, Marketing Specialist Mariah Mills went over how to navigate the Advocacy Web page and its tools for engaging people. May also discussed the monthly Library of Champions newsletter, which all board members should have received on February 14th. Advocacy board Member Tarantsey along with Director Brown and May have been working on attending City Council meetings and giving a snapshot of JCLS. Talent, Eagle Point and Jacksonville have all been scheduled, with Jacksonville being the first just yesterday. Director Tarantsey and May presented to Jacksonville City Council. They both shared some data and highlights of the local library.

Director Tarantsey shared that on February 11th, 2025, she and May traveled to Salem to the Capital for the designated Library Day. With the assistance of the Oregon Library Association and their team, Tarantsey and May were able to meet with five of the six legislators who represent Jackson County at the state level. Tarantsey felt like it was very informational.

In addition to meeting with legislators, May testified in support of the budget for the State Library, which includes the Ready to Read Grant program. Last year, JCLS received around \$30,000 dollars; it is a formula-based distribution based on geographical size of the service area as well as the number of children from birth to age 14. For some smaller libraries, they receive as little as \$1,000. May also was really pleased to be at state capital and speak on behalf of that.

May also shared that this past month she was appointed by the Governors office to serve on the Oregon Broadband Advisory Council and attended her first meeting was Feb 11th. She shared her excitement to have that level of visibility for the libraries and Jackson County statewide.

Data and Metrics:

No additional comment on their presentation.

Facilities:

Director Brown attended a recent meeting that included Director Keating, May and a few other Department Managers who all met together with Facilities management of Jackson County for services provided to JCLS for all Library branches. Director Shepherd asked if landscaping services would be separate, Director Brown answered that yes, it is separate. May chimed in and stated that a separate contract for landscaping has been awarded to another company, beginning April 1st. Director Keating brought up that they did discuss the front door issues in Medford and was wondering if it had all been addressed and taken care of. May stated that they are working on it.

Finance Committee:

May stated no minutes for that meeting because it was primarily reviewing the first 5 months of data, the December report was not ready, so they did a preliminary report before this meeting. No additional comments.

Relationship Committee:

Director Shepherd praised Auer for all her hard work and appreciated the update on all things that are going on. Shepherd shared her excitement for the ongoing Pollinator Project. She is very pleased with the work the

Foundation is doing.

Closing statements:

May reminded everyone of the Author talk tomorrow, February 20th with Author Ross Gay. Following that, the social with the Foundation and JCLS will be held at Hummingbird Estates.

There will be a Board Work Session on March 5th at 3:30pm; the focus will be on the budget.

The filing window has opened for running for office on Board. Two people have filed for the two seats, with Director Taransay being one of them. Filing remains open until March 20th.

VP Kiefer adjourned the meeting at 5:17 p.m.

/s/ Yoli Diaz

Recording Secretary