



## BILLINGS PUBLIC LIBRARY BOARD MEETING

September 12, 2024  
12:00 p.m.

### Board and City Staff present:

Jennifer Smith  
Peggy McSweyn

Roger Young  
Jaclynn Reaves,  
Patron Services Manager  
Kelsie Rubich,  
Assistant Library Director

Staci Samuelson  
David Darby  
Kathy Houska  
Megan Thomas,  
Information Systems Coord.

Gavin Woltjer, Library Director

### Absent:

Susan Plath, Chair  
Jamie Bratlie, Library & Facility  
Coordinator

Trudi Paulson

Lawrence Klee, Vice Chair

### Guests:

Clare Young, FOL

Jeannie Tracy, Foundation

### Public Comment

None

### Chair's Comments

None. Woltjer provided two points of clarification. Woltjer asked if Board members would like physical or electronic copies of updated materials for Board binders. The Board expressed they would like physical copies. Woltjer said he will provide all updated materials at the October meeting. Woltjer noted that the minutes for the August 2024 meeting were not completed. He stated that going forward, minutes of meetings will be completed no later than two weeks after a meeting.

### Consent Agenda

- a. No items to approve

### Foundation Board Representative

Woltjer asked the Board if they were ready to elect a representative to the Foundation Board. Houska expressed she was interested in being the representative. Houska asked for clarification regarding if another library board member could attend meetings or functions in her place if she was unable to attend. Several Board members stated they would help attend meetings or events if this scenario presented itself. Woltjer noted that a Board member could act as a proxy for Houska but could not vote in Houska's absence. The Board unanimously voted for Houska to be the representative to the Foundation's Board. Tracy shared she will onboard Houska soon.

McSweyn/Darby

### BPL Strategic Planning

Woltjer shared it is time to begin the process of creating a new strategic plan for the library. Woltjer provided two handouts detailing next steps and a timeline. Woltjer shared the first step is to have three

(3) Board members be part of the library's Strategic Planning Committee. These three (3) members will assist Woltjer, Rubich, and Thomas during the initial planning phase. Woltjer shared this group will meet monthly to address certain areas of concern or to have deliberate and focused discussions. This Committee will report back to the full Board at each monthly Board meeting.

Woltjer informed the Board that the library last conducted a market segmentation analysis (MSA) in 2016. He described some of the data that is collected in an MSA and how it is used to make informed decisions pertaining to services, outreach, programming, etc. Woltjer stressed that the Library needs to be more intentional on reaching populations that are at or just beyond known service area boundaries. Samuelson asked how the library will collect information apart from the MSA. Woltjer stated the Library will use online, in-person, focus groups, speaking engagements, etc. to collect input from the public. McSweyn asked if the Library's budget will cover expenses for an MSA. Woltjer shared that the Library has earmarked \$60,000 for a new MSA. Roger Young asked about information from other community partners being incorporated into the MSA. Woltjer stated that any information community partners have aiding this process will be used to gain a better understanding of the changing dynamics of Yellowstone County.

Woltjer concluded by asking Board members to consider volunteering for this committee. Woltjer shared that in the event more than three (3) Board members want to partake in this committee, there will be an election at the October 2024 meeting to select the representatives.

## BPL Updates

### a. BPL Management Updates

Gavin Woltjer, Library Director: Woltjer shared a handout with a "save the date" reminder for the annual Board and Commission dinner. He noted an official invitation will be sent out later this month.

Kelsie Rubich, Assistant Director: Rubich shared that September is Library Card Signup Month. She also encouraged Board members to look at September's newsletter to see how many programs are being offered. Rubich reminded the Board that Friday Night Fun events are back until Memorial Day weekend. She also shared that American Sign Language is now available through the library's Mango language database. Rubich shared that the annual Adventures in Music event is on Saturday, September 14. Rubich asked the Board to mark September 28 on their calendars for the official ribbon-cutting for the newest Story Trail installed at Castlerock Park. She finished by noting the library has hired a new Teen Librarian and CO+LAB Librarian.

Megan Thomas, Info. Systems Coordinator: Thomas shared she hired a new Technology Librarian. She also shared that Rubich and her are finalizing some last details for the opening of the CO+LAB.

Jaclynn Reaves, Patron Services Manager: Reaves shared that three (3) positions in Circulation close today.

### b. Friends of the Library: Clare Young shared that the FOL's pop-up sale was extremely successful. FOL estimates that \$1,000 was made in a five-hour period. Clare Young shared that the next pop-up sale is scheduled for Saturday, September 14. This sale focuses on memorabilia and collectibles.

Foundation: Tracy shared that the Foundation office move is almost completed. The Foundation is looking forward to working out of the new space. Tracy invited the Board to attend the Books & Brew event on Monday, September 16 at Meadowlark Brewing. Tracy also shared that the 2024-2025 One Book Billings season has started. The first speaker had almost 70 people attended his reading.

Tracy said that Woltjer and her will begin a new endeavor this fall regarding cultivating donors and supporters of the library. Starting in October, Tracy and Woltjer will meet with industry groups to attend a lunch and tour at the library. Darby asked how fundraising has gone with the Foundation's leadership transition. Tracy shared that giving has remained steady and that most giving will come in the form of end-of-year gifts.

Tracy shared that Food for Thought tickets go on sale Monday, September 16. There will be 22 tables at this event.

### Good of the Order

Darby asked Woltjer if the Board needs to review any challenged materials. Woltjer shared that he has not received any word from the patron. Woltjer added that until the patron responds, the materials in question will remain on the shelves and accessible for all patrons.

Roger Young encouraged all Board members to watch this month's Library Show.

McSweyn commented that the library's statistics for the month of August were phenomenal. McSweyn asked if there are any plans to look at installing Locker #5. Woltjer commented that the library is waiting to explore this until a few other projects have come to completion. He added that he anticipates addressing this sometime in January or February 2025.

Woltjer reminded the Board that the next Story Trail ribbon-cutting is Saturday, September 28 at Castlerock Park.

Adjournment: 12:48 pm. Next meeting: 10/10/2024.

McSweyn/Samuelson