

MUSKEGON AREA DISTRICT LIBRARY

A meeting of the Muskegon Area District Library Board was held on Monday, February 20, 2023 at 4:00 p.m. at the Muskegon Area District Library, 4845 Airline Road, Muskegon. Staff present: J. Endres, B. Hall, M. Higginbottom-Johnson, S. Rinsema-Sybenga, N. Schaner, A. Susalla, R. Suszek, and K. Wisniewski. Also present, M. Anderson, Legal Counsel.

D. Hughes called the meeting to order at 4:00 p.m.

ROLL CALL

Present: Aerts, Scolnik, Hodges, Hughes, Vanaelst, Cruz, Root

Excused: Richards

Approval of Agenda

Motion by Hodges, Second by Root

That committee reports be amended to include 6c. Marketing/Re-Branding/Millage Campaign Committee and that the amended Agenda be approved.

Motion Carried

Board Development

Universal Service Fund and E-Rate Program Presentation by K. Wisniewski – K. Wisniewski explained that MADL receives funding from the Universal Service Fund through the E-Rate Program, which includes discounts on telecommunication/internet services, network infrastructure and equipment. MADL receives the highest discount available (85% for equipment and 90% on internet services), due to several school districts within the library service area operating in communities experiencing high levels of economic need. MADL pays for the services upfront, and the funds are recouped through an annual reimbursement.

Consent Agenda

Motion by Aerts, Second by Cruz/Root

That the MADL Board approves the Consent Agenda Items 5.a. through 5.d.

Motion Carried

Vouchers

Motion by Hodges, Second by Cruz

That the MADL Board approves the vouchers for January 2023.

ROLL CALL

AYES: Vanaelst, Scolnik, Cruz, Hodges, Aerts, Root, Hughes

NAYS: None

Motion Carried

Committee Reports

Finance Committee – Minutes from February 7, 2023, were reviewed by the Board, which included the E-Rate Fiber and Coax bids and Management of Internal Broadband Services (MIBS) contract.

Personnel Committee – Minutes from February 13, 2023, were reviewed by the Board, which included the transfer of the full-time/non-union position from the IT Department to the Marketing Department.

Motion by Root, Second by Vanaelst

That the MADL Board accepts the February 7, 2023, Finance Committee Minutes and February 13, 2023, Personnel Committee Minutes as presented.

Motion Carried

Reports/Questions

R. Suszek explained that the initial re-branding meeting was re-scheduled due unexpected circumstances, however, the committee still met to discuss the millage campaign. He was also excited to announce MADL's new initiative recognizing diversity, equity, and inclusion (DEI) via monthly campaigns which will include logos in email signature blocks and library displays to bring awareness to these observances and celebrations. J. Hodges commended R. Suszek for his appointment to the Library of Michigan Advisory Committee.

M. Higginbottom-Johnson highlighted the Library for the Visually and Physically Disabled (LVPD) Branch for their 25% increase in foot traffic in 2022. J. Hodges mentioned that the Muskegon Township Branch could use a few designated parking spots in front of the entrance for library patrons looking for quick pick-up and drop-off of materials.

J. Endres presented the newly formatted newsletter that's set to feature April/May library happenings.

S. Rinsema-Sybenga announced the gathering of MADL Friends Groups as a whole, which is scheduled for March.

Old Business

Branch Improvements, Dalton – R. Suszek informed the Board that the furniture is still on order and should arrive in the next 30-60 days.

Strategic Plan – R. Suszek explained that DEI training will take place at the April all staff in-service event.

Marketing Study, Rebranding and New Logo – The initial re-branding meeting on 2/14/23 was canceled and re-scheduled for 2/28/23.

New Business

2023 E-Rate Fiber Internet Contract – The Universal Service Fund (USF) provides funding for internet and technology in schools and libraries. MADL pays the full cost upfront and is reimbursed 90% once a year for fiber internet. MADL's current Fiber Contract with Comcast will expire on June 30th, 2023. MADL received four bids for fiber internet services for our branches and each bid was thoroughly evaluated. MADL recommends awarding the bid to Comcast and upgrading internet speeds from 1 Gbps up to 2 Gbps with the ability to upgrade to 4 Gbps during the 3-year contract if there's a need for it. MADL needs to provide a Letter of Intent to USAC (Universal Service Administrative Company) and Comcast that will be signed by both MADL and Comcast.

Motion by Hodges, Second by Root

That MADL proceeds with the necessary steps in accordance with the Universal Service Fund to enter into a contract with Comcast for an Internet Service Agreement for all MADL locations (except Laketon) until June 30, 2026. The service is not to exceed \$8,500.00 per month (plus fees) without approval of the Board.

ROLL CALL

AYES: Cruz, Vanaelst, Aerts, Hodges, Hughes, Root, Scolnik

NAYS: None

Motion Carried

2023 E-Rate MIBS Contract Renewal – MADL is eligible to receive up to 85% in funding for technology support and maintenance. MADL pays the full cost upfront and is reimbursed 85% once a year for support fees. These funds are available on a 5-year cycle and if not used by the end of the cycle, MADL would lose the opportunity for this funding. MADL needs to provide a Letter of Intent to USAC (Universal Service Administrative Company) and IP Consulting that will be signed by both MADL and IP Consulting.

Motion by Cruz, Second by Vanaelst

That MADL proceeds with the necessary steps in accordance with the Universal Service Fund to receive funding for and renewal of the IP Consulting Management of Internal Broadband Services contract for one additional year. The work is not to exceed \$16,500.00 without approval of the Board.

ROLL CALL

AYES: Hughes, Hodges, Aerts, Root, Cruz, Vanaelst, Scolnik

NAYS: None

Motion Carried

Position Control/Personnel Updates – The current position control has a vacated IT Technology & Innovation Specialist, full-time/non-union position. Through department analysis, the IT Director is not recommending filling the position, but agrees that a transfer to the Marketing Department would fulfill a more immediate need.

Motion by Hodges, Second by Cruz/Root

That the MADL Board approve the transfer of a full-time/non-union position to the Marketing Department, effective February 27, 2023, and that the Position Control be approved as presented.

ROLL CALL

AYES: Hodges, Cruz, Hughes, Scolnik, Root, Aerts, Vanaelst

NAYS: None

Motion Carried

Proclamation of March is Reading Month – The Proclamation for March is Reading Month was presented. The Michigan Governor typically makes a Proclamation at the beginning of March to promote the importance of reading. MADL will post the Proclamation upon Governor Whitmer's issuance of the State proclamation declaring the month of March as Reading Month in Michigan.

Motion by Cruz, Second by Root

That the MADL Board adopt the Proclamation that March is Reading Month 2023.

Motion Carried

Public Comment

None.

Board Comment

R. Vanaelst was impressed with the increase in circulation.

D. Hughes noted that he will not be at the March board meeting and therefore, Vice Chair, B. Scolnik will run the meeting.

Adjournment

D. Hughes adjourned the meeting at 4:34 p.m.

Reviewed and Approved by Fawn Cruz, Secretary.