



**Fairhope Public Library Board of Trustees  
Regularly Scheduled Meeting on Monday February 21, 2022**

ATTENDANCE: Anne Johnson, Randal Wright, Tamara Dean, Debra Langham, Dan Stankoski, Andy Parvin, Jimmy Conyers.

MINUTES: Minutes from the December 6, 2021 were unanimously approved.

REPORTS: Statistical report covering 10/21 to 1/22 showed highest activity in October. All months showed visits in excess of 10,000. Website visits peaked in January at greater than 6,400 which is up from 5,300—5,800 in 2021. Public computer usage is at an all time high. Programs and attendance across all age groups was consistent and high. These numbers are all very impressive in light of the highly contagious COVID variant that impacted Fairhope in Q4 2021.

EMPLOYEES: Some turnover experienced in part time employees (work less than 19 hours per week). Some are finding jobs for as much as \$6.00/hour higher. A pay raise for all employees is needed but support from elected officials is important to carry through for the next fiscal year to make this a reality. The mayor has re-committed to meeting with the board in the April timeframe to discuss our proposed budget for the new fiscal year beginning in October.

The financials and employment report were unanimously accepted by all attendees.

NEW BUSINESS: 1) The board agreed to be a distribution point for the Clean Water Alabama's activity workbook that targets 8–9-year-old readers. A great suggestion was offered to loop in the Auburn Extension Service which has lessons on water and pollution. Library participation in worthwhile civic projects that are not directly related to the library will bring additional goodwill to FHPL. 2) Social Media Marketing—library is doing a good job of getting our message into local Facebook and Instagram sites to increase awareness and reach a diverse set of citizens. Part of our communication plan is an outreach effort to increase awareness of programs and the second floor build out to increase the fundraising.

COMMUNICATION PLAN FOR CAPITAL CAMPAIGN. Some of the steps discussed include the trustees attending city council meetings to increase awareness and interest with civic leaders, reaching out to local broadcast news, magazines newspapers and speaking to local charitable organizations such as Kiwanis and Rotary.

DIRECTOR EVALUATION: A comprehensive evaluation template, that itemized goals in five broad categories, was completed in January. Some of the most important goals are Giddens Center AV updates, salary and wage increases, increasing program attendance by 10% over last year and semi-annual review of the strategic plan.

OLD BUSINESS: 1) 2<sup>nd</sup> Floor Project Update—once updated drawings are available Councilman Jimmy Conyers committed to facilitate a meeting with the mayor which would then lead to a presentation at a working session of the city council. The purpose of these steps is to determine the level of financial support we can expect from the city so we can then look to Single Tax, grants and fundraising to acquire the rest of the needed funds. 2) Update on April 10 fundraiser. To be held at Bay Breeze from 3:00-6:00 for up to 200 guests at \$50 per ticket. Live entertainment and food will be provided (cash bar). Door prizes will be announced at the event. Trustees and Friends will provide most of the support to make this a very successful event. 3) GENERAL UPDATES—library has launched a new streaming service—Hoopla. Had a very successful local authors night with 35 attendees. The key was getting 3 authors at the event. This spring there will be a series of presentations in music, history and the environment as well as youth-oriented topics—financial readiness for youth and school readiness. All of these series should be well received in the community.

The meeting was adjourned at 5:10, with a short executive session following.

Respectfully Submitted,  
Andy Parvin

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