



Manassas Park City Library Advisory Board Meeting
7:00 p.m., Thursday, September 8, 2022
100 Park Central Plaza, Suite 100
Manassas Park, VA 20111

MINUTES

ATTENDEES

Present

Michele Herd – Board Chair
Lillian Zhu – Board Co-Chair
Robin Hatcher – Board Member
Ann-Marie Stewart – Board Member
Holly Ritchie – Library Director
Jerry Swisher – Director of Parks & Rec
Ellie Pendleton – Librarian
Sue Considine – LS&S

Absent

Donald Shuemaker – Board Member

CALL TO ORDER

Ms. Herd called the meeting to order at 7:02 p.m.

COMMENTS

APPROVAL OF AGENDA

Ms. Herd asked if there were any changes to the agenda. Director Ritchie stated there were no adjustments. Ms. Herd asked for a motion to approve the agenda. Ms. Hatcher moved to accept the agenda, and Ms. Stewart seconded. The motion carried.

APPROVAL OF MINUTES

Ms. Herd asked for a motion to approve the previous meeting minutes (May 26, 2022). Ms. Stewart moved to accept the minutes as presented, and Ms. Hatcher seconded. The motion carried.

Ms. Herd asked for a motion to approve the Special Meeting minutes (August 4, 2022). Ms. Stewart moved to accept the minutes as presented, and Ms. Zhu seconded. The motion carried.

REPORTS

Library Director Report – attached.
May 2021-August 2022 Statistics – attached.

- Comments concerning Reports:
 - Ms. Stewart asked about new staff that may speak Spanish. Director Ritchie explained that the new Operations Manager, Stephanie Hernandez Reinat, is a native Spanish speaker.
 - Ms. Stewart asked about marketing for Digital Resources. Director Ritchie stated that monthly posts about the resources are placed on library social media and that boosted posts will be looked at. Ms. Herd commented that the younger crowd doesn't use Facebook and Instagram as often, but TikTok is the best bet for reaching them. Ms. Stewart mentioned the problems that TikTok poses and Director Ritchie stated that it was being looked into but was unlikely due to those problems. Ms. Stewart also suggested Twitch.
 - Ms. Herd asked about a visual component to the most important statistics for the next meet.
 - Ms. Stewart asked about programming plans for the Virtual Reality. Director Ritchie explained that plans were being developed but would be adjusted as use and popularity developed.
 - Ms. Zhu asked about the plaques for each of the rooms in the library. Director Ritchie stated that the plaques were being created and would be placed before opening.

DISCUSSION ITEMS

Annual Report – attached

- Comments concerning Discussion Items:
 - Ms. Herd asked for comparison for future Annual Reports to see how the usage compares each year. Director Ritchie stated that they would be added beginning next year.
 - Ms. Herd asked how many shelves were housed Spanish materials. Director Ritchie stated that around 15 shelves were currently dedicated to Spanish materials.

ACTION ITEMS

Holiday Schedule

- Ms. Hatcher asked what happens during Staff Development Day. Director Ritchie stated that it is a regular part of libraries. One day a year the library is

closed for all staff to attend this day for professional develop and deep dives into specialized, new, or critical services that the library offers.

- Ms. Herd asked how many staff the library currently has. Director Ritchie responded that there are nine (9) library staff total; six (6) full time and three (3) part time including herself.
- Ms. Herd asked for a motion to approve the Holiday Schedule. Ms. Hatcher moved to approve the Holiday Schedule; Ms. Zhu seconded. The motion carried.

MEETING SCHEDULE

Next meeting on December 8th at 7:00 p.m.

MEETING ADJOURNED

Ms. Herd asked for a motion to adjourn. Ms. Zhu moved to adjourn, and Ms. Hatcher seconded. The motion carried.

Director Report

During the last quarter, we have been focused on closing the Blooms Park location, creating a memorable Summer Reading Program, and preparing for opening our new Park Central Library location.

Programs

In our last couple of weeks at the Blooms Location, we continued our regular programming schedule holding ESL conversation hours, Craft & Creates along with Worry Less, Color More and of course Storytime. These programs were well attended and many of the patrons expressed their excitement about our Summer Reading Program.

Our Summer Reading Program ran from June 21st until July 31st with the theme of Read Beyond the Beaten Path. We held our programs at both the Manassas Park Community Center and the local parks. Throughout the 6-week program, we held weekly Storytime's in both English and Spanish along with nature themed all ages programming. Some of our highlights included Mini-Golf at Signal Hill park, Bobby G's Reptiles, Groovy Nate, and Nature of NOVA: Twilight Talk & Walk. The feedback from the community was positive as well, many patrons stated that they really enjoyed the programs we had been offering and the look forward to seeing what new programs we come up with.

In order to move and prepare our new library building we took a break from programs for the month of August. However, we are ready to get back to a full programming schedule beginning September 13th.

Social Media Response

Our social media response has continued to be positive. We have seen an increase in our post engagements, especially in the comments section of our update posts. The community is excited to see our opening. Currently we have 744 likes and 824 Followers on Facebook, 194 followers on Instagram and 300 subscribers on our YouTube channel (as of 9/1/22).

Statistics

MANASSAS PARK CITY LIBRARY - [VA]	2022-05	2022-06	2022-07	2022-08	Total
Library Visits	1,151	750	0	0	1901
Public Service Hours	209	130	0	0	339
Total Number of Meetings (Non-Library-Related)	4	3	0	0	7

Uses of Public Internet Computers	38	22	0	0	60
Wireless Sessions	44	26	0	0	70
Number of Website Visits	8,281	6,497	2,609	4,723	22110
Volunteer - Hours	39	30	19	0	88
Total Reference Transactions	272	158	0	0	430
Offsite Programs - Total	1	7	16	3	27
Offsite Attendance - Total	78	404	683	598	1763
Total Library Programs	18	20	12	3	53
Total Program Attendance	237	111	125	598	1071
Total Circulation - Electronic Materials	345	287	272	426	1330
Total Circulation - Physical Materials	1,092	476	116	0	1684
Total Circulation	1,437	763	388	426	3014
New Borrowers - Total	70	57	38	56	221
Registered Borrowers	1,519	1,576	1,614	1668	6377

Partnerships & Outreaches

Throughout our Summer Reading Program, we held pop-up services at the community center in our newly created Book Nook. These outreaches were a great success as we were able to offer the community a location to both select and return new books. The Book Nook will remain at MPCC and we hope to open it fully soon.

We were also able to expand on our relationship with the schools by attending their open houses in August. We plan to schedule school visits soon and hopefully get more students signed up for library cards.

We have also created a new partnership with two local organizations to offer Alzheimer educational sessions as well as a college informational session. These sessions will happen in October with the possibility of additional courses in the future.

As always, I would appreciate your assistance in creating partnerships around the community. If you have any contacts or ideas for partnerships – please pass them on to me!

Proposed Holiday Calendar for 2023

Holiday Calendar 2023		Library Closures – Proposed
Sunday, January 1, 2023	New Year's Day	CLOSED
Monday, January 16, 2023	Martin Luther King Jr. Day	On Monday – library is closed
Monday, February 20, 2023	Presidents' Day	On Monday – library is closed
Sunday, April 9, 2023	Easter Sunday	CLOSED
Monday, May 29, 2023	Memorial Day	On Monday – library is closed
Monday, June 19, 2023	Juneteenth	On Monday – library is closed
Tuesday, July 4, 2023	Independence Day	CLOSED
Monday, September 4, 2023	Labor Day	On Monday – library is closed
Monday, October 9, 2023	Indigenous People's Day	On Monday – library is closed
Saturday, November 11, 2023	Veterans Day	CLOSED
Wednesday, November 22, 2023	Day before Thanksgiving	Library will close at 5 p.m.
Thursday, November 23, 2023	Thanksgiving Day	CLOSED
Friday, November 24, 2023	Friday after Thanksgiving	CLOSED
Friday, December 16, 2023	Staff Development Day	CLOSED
Sunday, December 24, 2023	Christmas Eve Day	CLOSED
Monday, December 25, 2023	Christmas Day	On Monday – library is closed
Sunday, December 31, 2023	New Years Eve	Library will close at 5 p.m.