

McKINNEY PUBLIC LIBRARY SYSTEM ADVISORY BOARD

SEPTEMBER 17, 2020

The McKinney Public Library System Advisory Board met in regular session in The Bailey of the John and Judy Gay Library, 6861 W. Eldorado Parkway, McKinney, Texas on September 17, 2020 at 5:00 p.m.

Board members Present: Joann Pond, Amber Douzart, Joy Booth, Cheryl Darveaux, Lauren Smith-Carter, Mohamed Kacem. Absent: Amanda Hamilton, Peter Samsury. Staff present: Library Director, Spencer Smith, Programming Manager, Gary Landeck and Administrative Assistant Alicia Quiroz.

There were two guests present.

20-0807 Minutes of the Library Advisory Board Meeting of August 20, 2020

Board members unanimously approved the motion by Board member Joy Booth, seconded by Board member Sherri Darveaux, to approve the Minutes of the Library Advisory Board Meeting of August 20, 2020.

20-0808 Discuss Director's Report. Vice Chairman Joann Pond called for the Director's report. Library Director Spencer Smith, delivered a PDF report that highlighted events and statistics for the month of August 2020.

20-0809 Summer Reading Programs and Activities Report. Vice Chairman Joann Pond called for the Summer Reading Programs and Activities Report. Programming manager, Gary Landeck mentioned that for Beanstack there were 906 total participants that included adults, teens and children (compared to 2,365 in 2019). We have a 70% increase in likes since March on our library's social media page but that has flattened the last two months. Gary will be working with the Communications and Marketing department to improve social media effectiveness, with goals to increase brand awareness, community engagement, and web traffic. Our library newsletter has a total of 6,300 subscribers with an open rate average of 435 since it launched in March. Library staff are becoming more comfortable with Zoom but our attendance remains low overall.

Board members unanimously approved the motion by Board member Sherri Darveaux, seconded by Board member Lauren Smith-Carter to adjourn, Vice Chairman Joann Pond adjourned the meeting at 5:43 p.m.

JOANN POND
Vice Chairman

