

LIBRARY ADVISORY COMMITTEE MINUTES
September 15, 2022 - 2:00 P.M.

PRESENT: Judy Cohan, Chair
Steve Traiman, Vice Chair
Bill Thompson, Member
Wendy Holmes Boring, Member
Kathleen Kennedy, Member

STAFF PRESENT: Betcinda Kettells, Library Director
Ariana Wilson, Admin. Assistant – Clerk’s Office

Chair Cohan called the meeting to order at 2:00 p.m. followed by the Pledge of Allegiance.

1. Changes to the Agenda

Member Thompson moved and Member Holmes seconded the approval of the agenda as presented with no changes; the motion passed unanimously by a voice vote.

2. Audience Comments –None

3. Approval of Minutes

a. 6/16/22

Vice Chair Traiman moved and Member Kennedy seconded the approval of the 6/16/22 minutes; the motion passed unanimously by a voice vote.

4. Discussion Items

a. Programming

Mrs. Kettells reviewed the summer reading program results with the board members. The program concluded on July 30th and, over the 2-month period, the library gave away 100 summer reading bags that contained goodies and books for children. They engaged nearly 750 people with their programs. In the month of November, the Library will serve as a ballot drop-off location, and later this month the Library will be working with the Pinellas County Supervisor of Elections on a voter registration event.

Mrs. Kettells announced some current and upcoming programs which include:

- Veteran’s History Project – Veterans are encouraged to submit videos of their time serving
- A program featuring live bats
- Lecture titled “Supernatural St. Petersburg and Paranormal Pinellas”
- Halloween-themed movies and crafts
- Lecture on “Influential Women in Florida” by Elizabeth Britt
- Demo on the financial and investment database “Morningstar”
- Understanding your personal liability insurance – starting with auto policies
- Lecture on Medicare by SHINE (Serving Health Insurance Needs of Elders)
- Donut happy hour
- Recipe swaps
- Social hour for homeschooled children and their families
- Tween and teen movie and haunted gingerbread house activity

- Cookies and coco pajama party for the younger children in the month of December

Mrs. Kettells thanked the Programming Librarian, Alexa, for enhancing the programming events and excelling in her role.

b. Public Relations

Mrs. Kettells announced current partnerships which include:

- The City of St. Pete Beach Newsletter
- Tampa Bay Times – Take Note section published on Fridays
- Tampa Bay Times online events calendar
- The Gabber
- The Beach Beacon
- The PPLC program guide (Pinellas Public Library Cooperative)

Mrs. Kettells asked the board members for any suggestions they may have for future partnerships.

Mrs. Kettells thanked the IT Dept. for installing an electronic sign board that shows a loop of current and upcoming events at the Library; they also installed people counters. Mrs. Kettells stated they are not set up yet, but the new counters will provide hourly data showing when the Library is busy or not. They will then use this data to schedule future programs to specifically target slow times to draw people in.

Board members discussed the sunset calendar that was proposed to them at the June 16 Library Advisory Committee meeting. Greg Premer will be at the following Commission Meeting to present his proposal to the Commission.

Mrs. Kettells announced a donation of \$1,600 that was made by the Friends of the library. This donation will allow the Library to purchase 200 kits to distribute for free to parents. The kits focus on early literacy and include tips on how to engage children as early as possible to become readers.

5. Adjournment - Next meeting 12/15/2022

There being no further business the meeting was adjourned at 2:20 p.m.

These minutes were approved at the December 15, 2022 Library Advisory Committee meeting.