

**MINUTES OF THE MEETING OF THE
KIMBERLY PUBLIC LIBRARY BOARD
April 21, 2025**

The meeting was called to order at 4:02pm by Library Board President Corinne Herro. The meeting was held in the Aspen-Birch Room of the Village of Kimberly Municipal Complex with an option to attend via Zoom.

Members present in Person: Corinne Herro, Dave Hietpas, Barbara Wentzel, Phil Yunk, and Rose VanderVelden

Members absent:

Members present via Zoom: none

Others present in Person: Holly Selwitschka, Kimberly Library Director

Motion by Yunk, seconded by Wentzel to approve the minutes of the March 24, 2025 meeting. Motion to approve minutes carried by unanimous vote.

Motion by Hietpas, seconded by VanderVelden to approve the current bills as written. Discussion about YTD and projected expenses. **Motion carried by unanimous vote.**

Director's Report: Holly presented her Director's Report:

- ✓ Holly reported on the following items:
 - ALA conferences: Holly recently attended ACRL and spoke briefly about her experience. Tracy is registered to attend the ALA annual conference in Philadelphia this June. Both were supported by scholarships from OWLS to pay half the expenses for each.
 - Staffing Updates. The library board approved of Holly's request to add a substitute librarian position back onto staff and agreed that a recent interviewee may be offered the position to start as soon as possible and stay on through the end of the year with limited hours as needed.
 - Holly talked about attending a town hall meeting in Kimberly with Senator Jacqua.
 - Holly asked Library Board opinion about using TikTok starting this summer. Board agreed that having a marketing plan and posting schedule will make TikTok a viable option.
 - Holly asked the board members to think about what they'd like OWLS system director Bradley Shipps to report on when she comes to visit in July.

New Business:

CIP Discussion – Holly shared updates on paint and carpet installation projects:

- ✓ RFP awarded by Village Board
- ✓ Anticipated timing to be done in August
- ✓ Library will need to close about a week
- ✓ Parking lot will be done on August 16, hoping to coordinate timing with that
- ✓ Staff would like to move things around in the work space area and create an office/ work area by shortening the current countertop – library board was agreeable

Summer / Temporary Hire Discussion – Holly reported that she offered to rehire the same summer assistant from the past two years, but in the meantime had interviewed candidates for the position. With one candidate being a promising fit with an open schedule, Holly proposed extending an offer of employment as a substitute library assistant and keeping this person on the payroll throughout the year to work regular Saturdays and help out as needed to fill in for staff absences, projects, and busy times. The impact on the budget is approximately \$3,000; the library board consented to this change in direction for personnel makeup and expense lines.

Social Media Marketing Plan Discussion – Library staff would like to start using TikTok. Previous discussions led to the idea that engaging teenagers with videos can be productive as long as there is consistency in the messaging and timing of deliveries, so a marketing plan and content calendar was desired. Holly asked the board if that was

still the general feeling, as staff are ready now to move forward with making use of Tik Tok to engage patrons, primarily teenage patrons. The board confirmed that the marketing plan was expected, and they asked that it address how the comments will be monitored/ managed. Holly will bring the plan to the board for approval in May.

Unfinished Business:

Credit card processing will be on the Village Board agenda and the next step is to open a bank account with the Village Clerk.

Items for the Next Meeting: updates on CIP projects, updates on credit card payment processing

Motion by VanderVelden, seconded by Yunk, to adjourn the meeting. Motion carried by unanimous vote. The meeting was adjourned at 4:55pm.

Submitted by: Holly Selwitschka, Library Director