

Talking Book Center, Inc.

Board Meeting Minutes for Monthly Meeting

February 25, 2021

PARTICIPANTS PRESENT: Ilia Desjardins, Diantha McCauley, Jim Allen, Virginia Trovato, Kevin Osborne, Steve (Ferg) Ferguson, Sarah Skrobis, Kathy Guisewite, Michael Parrott, Robert Gudman, Alisa Cummings, Marian Hackney

ABSENT: Catherine Bacik, Mary Stephenson, Renee Adair

VISITOR: Steve O'Keefe

Due to safety recommendations by health professionals in response to the COVID-19 pandemic, the Board met via Zoom. In Catherine's absence, Marian opened the meeting. A copy of the minutes for Jan. 28 was distributed through email and reviewed by Board members prior to the meeting. A MOTION was made to accept the minutes. Motion passed unanimously.

TREASURER'S REPORT: Robert sent a copy of the treasurer's report to members prior to the meeting. There were no questions regarding the report. The financial reports have been reviewed and discussed and it appears that the financial reporting is correct and accurate.

STAFF REPORT: The monthly Staff Report was sent via email to Board members and will be on file. Four new patrons signed up in January and February.

TBC will join several Virginia subregional libraries on March 10, 1:00 – 4:30, for a Virtual Blindness Awareness event hosted by Virginia Beach. This will be a public event, accessible to patrons, designed to be informative on issues such as life skills, access to technology, and library services. A link to the event has been added to the TBC Facebook Events and the TBC website. Information will be sent to patrons via the newsletter. To publicize to high school students at VSDB and across the state, it was suggested to send information to Lisa Auwrter, Educational Services Coordinator at DBVI (lisa.auwrter@dbvi.virginia.gov), who can share it with Ed Coordinators across the state. Notifications can also be sent to retirement communities, VPAS, and the Aging in Place Roundtable.

United Way Rockbridge grant has been submitted. Community Foundation Blue Ridge grant is due March 28.

NOTES FROM THE PRESIDENT: none presented

COMMUNITY FOUNDATION UPDATES: No report.

COMMITTEE REPORTS:

Finance Committee: (Robert*, Sarah, Diantha) Investigation continues into better options for the TBC investment account. A meeting with a financial investment advisor is pending.

Strategic Action Plan Committee: (Robert*, Mary, Ilia) No new report.

Development Committee: (Michael*, Kevin, Virginia, Renee) No new report but planning is being actively pursued.

Nominating Committee: (Cat, James, Kevin, Marian) The Board still needs a Vice President. Board members are asked to please consider filling this position. It was suggested that Board members help recruit by contacting 2 individuals before the next meeting. If someone is interested, share contact information with Cat or Marian to provide follow up.

Outreach Committee: (Marian*, Kathy, Ferg, Alisa) Past publicity has included an interview on Oct. 8 on Timeline (WHSV/Channel 3). Two other venues were explored—Virginia Currents and the monthly radio show with Valley Program for the Aging but neither are accepting new interviews at this time. Sarah offered to check with WQSV about airing a PSA (Public Service Announcement). In light of the current pandemic when personal contact is restricted, it is advised to maximize use of digital outreach.

The TBC website is housed by Staunton City which sets formatting and accessibility standards, but content for the site goes through Kayla Payne, Technology Services Librarian. Any changes or additions to this site can be sent to Sarah or Ilia.

Discussion followed regarding ways to enhance the outreach possibilities through the TBC Facebook page. The Outreach Committee will review all comments and help coordinate plans for moving forward. Currently, Ilia and Cat manage the site, with Ilia as administrator. The discussion developed around two general areas:

1. General development comments & strategies:
 - Currently the FB page has a good start with relevant information, posts of pictures, live video streams, and has hosted some live events; it currently has 128 followers
 - FB can be the hub for outreach and information to community as well as patrons and their families; an active FB page can be helpful when applying for grants
 - Essential elements for successful publicity: [1] Generate meaningful content (i.e. photos, videos, ways to interact, links to other related useful YouTube videos); and [2] It needs to interact with other FB pages of related family and local businesses, creating a feedback loop which generates followers
 - Successful outreach on FB demands consistent and daily activity and attention which is time-consuming. Who has time to manage and post daily to the FB page? (NOTE: Shannon's hours have been cut from 20 to 15; time is limited for Ilia, especially at month end);
 - Best practice has one person managing content; Ilia is able to give admin privileges to another individual willing to fulfil this role
 - Live video stream is a valuable publicity tool to cross post to a YouTube channel. Steve is willing to set up a YouTube channel and be administrator for the TBC. Contact Steve with any further suggestions or directions ASAP.
 - Accessibility best practices: (1) all posts including video should be accompanied with good descriptive audio; (2) have keyboard commands in both text and audio listed on the FB page
 - YouTube could eventually include brief video/audio clips demonstrating equipment and explaining services
 - Having a calendar for social media can be helpful for efficient management of content (i.e. designate what type of sharing/posting happens on specific days)

- Michael offered to set up Zoom call with tech people in his organization to do training in best practices or other specific FB needs like setting up a calendar for posting or train a volunteer how to manage & maximize the FB page; Michael is willing to give support to the person managing content.
- 2. Ways Board members can improve outreach through Facebook:
 - Support Ilia by watching for relevant content (YouTube, events, pictures, etc.) and send info/link to Ilia
 - When doing outreach Board members are encouraged to send photos to Ilia for posting
 - Active FB users play a role in making this a good outreach tool by liking and sharing the TBC Facebook page; all Board members are encouraged to use their own FB page for outreach
 - Sarah noted that the library can set up a tutorial session with any Board members who are interested in learning more about FB and how to utilize it more effectively for publicity and fundraising for the TBC. Anyone interested please let Sarah know.

OLD BUSINESS: No report.

NEW BUSINESS: All committees are asked to give an update at the March meeting. Cat is willing to help schedule meetings or join any meetings upon request.

Due to COVID the TBC has lost some locality funding over this past year. It will be difficult to survive if localities cut or stop funding. This became an issue in 2008/2009 with Harrisonburg/Rockingham when its funding dropped to unsustainable levels and services were moved to Richmond. TBC will need to consider ways to meet this crisis.

Motion to adjourn passed unanimously.

The next meeting will meet via Zoom on **March 25, 2021 at 4:00 PM.**

Marian Hackney, Secretary TBC