

Hancock County Public Library  
October 19, 2022

**Board Present:** Tom Seng, Zach Schroer, Fred Fox, Jeannie Roberts, Michelle Hasty, Lori Elmore

**Board Absent:** Libby Manship

**Staff Present:** Dave Gray, Ryan Fennell, Jesse Keljo, Kyle Turpin, Jeanette Sherfield, Cindi Holloway

**Others:** None

**Call to Order:** President Tom Seng called the Board of Trustees meeting to order at 7:00pm

### Monthly Statistics

Director Dave Gray presented the monthly statistics for September 2022. Dave stated there has been an increase of 4,000 items circulated month over month and we are getting closer to pre pandemic numbers. Dave believes we will be close to 925,000 to 950,000 items circulated by the end of the year. There have been 1800 new cards issued in 2022. He also mentioned programming is going well.

### Minutes

Fred Fox **moved to accept the minutes as presented.** This was seconded by Zach Schroer. Vote was taken and the motion carried.

### Financial Report

Cindi Holloway reported that there was a total bank balance of \$9.7 million and the fund report reflected the same. Cindi also shared that there is still \$1.2 million in appropriations left to spend before the end of the year. Zach Schroer **moved to accept the financial report as presented.** This was seconded by Michelle Hasty. Vote was taken and the motion carried.

### Allow Bills

Director Dave Gray reviewed the bills and found them to be in order. Dave also mentioned that September was the last month for utilities at the old branch building location. Lori Elmore **moved to accept the bills as presented.** This was seconded by Fred Fox. Vote was taken and the motion carried.

### Directors Report

#### Staffing

Kent Connell - Access Services Assistant (Part-Time) – starts end of October

Josephine Kaiser – Tech Services Manager (Full-Time) – starts end of November

### **Imagination Library**

2,476 Enrolled

46 Graduated

1,158 Total

### **Old Sugar Creek Lease**

- Last day of lease was September 30, 2022
- Building keys have been turned over to Roy Wilson
- Utilities have been transferred
- Accident repair will be done in the next two weeks by Ruble

Outdoor Services

Dave also reported that some of the counter space and cabinetry from the old location were able to be recycled in spaces at the main library.

### **Census Data**

2020 Census Data

### **Hancock County Public Library**

2010 Census Population – 58,997

2020 Census Population – 64,976

5,228 / 9% increase 2010 to 2020

2010 – 25<sup>th</sup> largest library district

2020 – 24<sup>th</sup> largest library district

### **Fortville-Vernon Township Public Library**

2010 Census Population – 58,997

2020 Census Population – 64,976

5,228 / 9% increase 2010 to 2020

2010 – 25<sup>th</sup> largest library district

2020 – 24<sup>th</sup> largest library district



## 2020 Census Data Top 25

	County	Library	2020 Population	2010 Population	Change	% Change
1	MARION	INDIANAPOLIS PUBLIC LIBRARY	963,251	877,389	85,862	10%
2	ALLEN	ALLEN COUNTY PUBLIC LIBRARY	385,410	355,329	30,081	8%
3	LAKE	LAKE COUNTY PUBLIC LIBRARY	251,239	242,837	8,402	3%
4	HAMILTON	HAMILTON EAST PUBLIC LIBRARY	180,617	140,680	39,937	28%
5	VANDERBURGH	EVANSVILLE-VANDERBURGH PUBLIC LIBRARY	180,136	179,703	433	0%
6	ST JOSEPH	ST JOSEPH COUNTY PUBLIC LIBRARY	170,799	167,606	3,193	2%
7	PORTER	PORTER COUNTY PUBLIC LIBRARY SYSTEM	152,580	144,947	7,633	5%
8	TIPPECANOE	TIPPECANOE COUNTY PUBLIC LIBRARY	142,059	142,817	(758)	-1%
9	MONROE	MONROE COUNTY PUBLIC LIBRARY	139,718	137,974	1,744	1%
10	JOHNSON	JOHNSON COUNTY PUBLIC LIBRARY	124,714	103,988	20,726	20%
11	VANDERBURGH	WILLARD LIBRARY OF EVANSVILLE	117,298	117,429	(131)	0%
12	VIGO	VIGO COUNTY PUBLIC LIBRARY	106,153	107,848	(1,695)	-2%
13	HAMILTON	CARMEL CLAY PUBLIC LIBRARY	99,093	83,293	15,800	19%
14	ELKHART	ELKHART PUBLIC LIBRARY	95,908	92,236	3,672	4%
15	ST JOSEPH	MISHAWAKA-PENN-HARRIS PUBLIC LIBRARY	93,095	89,652	3,443	4%
16	BARTHOLOMEW	BARTHOLOMEW COUNTY PUBLIC LIBRARY	82,111	76,418	5,693	7%
17	FLOYD	NEW ALBANY-FLOYD COUNTY PUBLIC LIBRARY	80,484	74,578	5,906	8%
18	LAKE	HAMMOND PUBLIC LIBRARY	77,879	80,830	(2,951)	-4%
19	HOWARD	KOKOMO-HOWARD COUNTY PUBLIC LIBRARY	77,304	76,265	1,039	1%
20	MADISON	ANDERSON PUBLIC LIBRARY	69,871	70,954	(1,083)	-2%
21	LA PORTE	LA PORTE COUNTY PUBLIC LIBRARY	65,515	64,696	819	1%
22	LAKE	GARY PUBLIC LIBRARY	64,976	75,242	(10,266)	-14%
23	DELAWARE	MUNCIE-CENTER TOWNSHIP PUBLIC LIBRARY	64,943	72,057	(7,114)	-10%
24	HANCOCK	HANCOCK COUNTY PUBLIC LIBRARY	64,225	58,997	5,228	9%
25	CLARK	JEFFERSONVILLE TOWNSHIP PUBLIC LIBRARY	61,469	59,062	2,407	4%

## 2020 Census Data Top 20 Population Increase

	County	Library	2020 Population	2010 Population	Change	% Change
1	RUSH	HENRY HENLEY PUBLIC LIBRARY	2,035	927	1,108	120%
2	TIPPECANOE	WEST LAFAYETTE PUBLIC LIBRARY	44,595	29,596	14,999	51%
3	HAMILTON	WESTFIELD-WASHINGTON PUBLIC LIBRARY	49,262	32,884	16,378	50%
4	HANCOCK	FORTVILLE-VERNON TOWNSHIP PUBLIC LIBRARY	15,615	11,005	4,610	42%
5	WARREN	WEST LEBANON-PIKE TOWNSHIP PUBLIC LIBRARY	1,617	1,221	396	32%
6	BOONE	HUSSEY-MAYFIELD MEMORIAL PUBLIC LIBRARY	35,067	26,788	8,279	31%
7	HAMILTON	HAMILTON EAST PUBLIC LIBRARY	180,617	140,680	39,937	28%
8	HENDRICKS	AVON-WASHINGTON TOWNSHIP PUBLIC LIBRARY	57,176	44,764	12,412	28%
9	LAKE	CROWN POINT COMMUNITY PUBLIC LIBRARY	51,557	41,810	9,747	23%
10	MIAMI	CONVERSE-JACKSON TOWNSHIP PUBLIC LIBRARY	2,737	2,228	509	23%
11	HENDRICKS	BROWNSBURG PUBLIC LIBRARY	49,089	40,258	8,831	22%
12	HENDRICKS	PLAINFIELD-GUILFORD TOWNSHIP PUBLIC LIBRARY	33,797	27,844	5,953	21%
13	JOHNSON	JOHNSON COUNTY PUBLIC LIBRARY	124,714	103,988	20,726	20%
14	HAMILTON	CARMEL CLAY PUBLIC LIBRARY	99,093	83,293	15,800	19%
15	MARION	SPEEDWAY PUBLIC LIBRARY	13,952	11,812	2,140	18%
16	CLARK	CHARLESTOWN-CLARK COUNTY PUBLIC LIBRARY	59,624	51,170	8,454	17%
17	JACKSON	JACKSON COUNTY PUBLIC LIBRARY	39,103	35,296	3,807	11%
18	ELKHART	MIDDLEBURY COMMUNITY PUBLIC LIBRARY	24,185	21,914	2,271	10%
19	HUNTINGTON	WARREN PUBLIC LIBRARY	2,260	2,049	211	10%
20	MARION	INDIANAPOLIS PUBLIC LIBRARY	963,251	877,389	85,862	10%



## 2020 Census Data Top 20 Population Decrease

	County	Library	2020 Population	2010 Population	Change	% Change
1	BENTON	OTTERBEIN PUBLIC LIBRARY	1,504	1,986	(482)	-24%
2	GRANT	MATTHEWS PUBLIC LIBRARY	494	596	(102)	-17%
3	MARTIN	SHOALS PUBLIC LIBRARY	645	756	(111)	-15%
4	BENTON	YORK TOWNSHIP PUBLIC LIBRARY	155	181	(26)	-14%
5	RANDOLPH	RIDGEVILLE PUBLIC LIBRARY	688	803	(115)	-14%
6	WAYNE	DUBLIN PUBLIC LIBRARY	679	790	(111)	-14%
7	GRANT	JONESBORO PUBLIC LIBRARY	1,516	1,756	(240)	-14%
8	WABASH	NORTH MANCHESTER PUBLIC LIBRARY	5,277	6,112	(835)	-14%
9	LAKE	GARY PUBLIC LIBRARY	64,976	75,242	(10,266)	-14%
10	POSEY	NEW HARMONY WORKINGMEN'S INSTITUTE	690	789	(99)	-13%
11	RANDOLPH	WASHINGTON TOWNSHIP PUBLIC LIBRARY	1,906	2,172	(266)	-12%
12	CLINTON	KIRKLIN PUBLIC LIBRARY	1,219	1,380	(161)	-12%
13	LAKE	EAST CHICAGO PUBLIC LIBRARY	26,370	29,698	(3,328)	-11%
14	BLACKFORD	MONTPELIER-HARRISON TOWNSHIP PUBLIC LIBRARY	2,353	2,640	(287)	-11%
15	GREENE	JASONVILLE PUBLIC LIBRARY	1,983	2,222	(239)	-11%
16	MARSHALL	CULVER-UNION TOWNSHIP PUBLIC LIBRARY	2,771	3,088	(317)	-10%
17	PARKE	MONTEZUMA PUBLIC LIBRARY	1,292	1,438	(146)	-10%
18	PULASKI	MONTEREY-TIPPECANOE TOWNSHIP PUBLIC LIBRARY	994	1,104	(110)	-10%
19	FULTON	KEWANNA-UNION TOWNSHIP PUBLIC LIBRARY	1,259	1,397	(138)	-10%
20	DELAWARE	MUNCIE-CENTER TOWNSHIP PUBLIC LIBRARY	64,943	72,057	(7,114)	-10%
21	PULASKI	FRANCESVILLE-SALEM TOWNSHIP PUBLIC LIBRARY	1,266	1,399	(133)	-10%

## 2020 Census Data

01

236 Library Districts  
in Indiana

02

121 Districts  
dropped in  
population between  
2010 and 2020 (Total  
decrease of 65,792)

03

14 Districts stayed  
the same in  
population between  
2010 and 2020 (Total  
increase of 240)

04

101 Districts  
increased in  
population between  
2010 and 2020 (Total  
increase of 381,292)

Other

2022 Board Department updates

- October – Marketing (Kyle Turpin, Jesse Keljo & Ryan Fennell)
- November – Information Technology (Steve Jones)
- December – Technical Services (Terri Gorden & Josephine Kaiser)

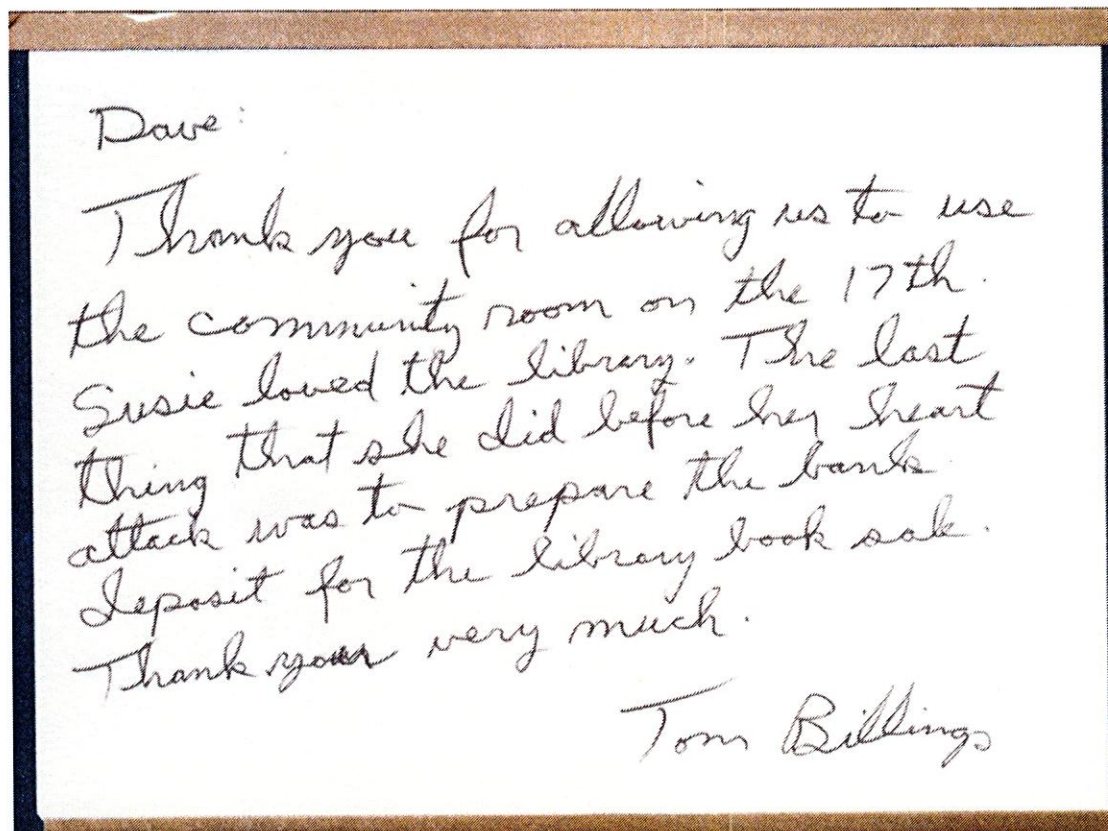
2022 Board Committee Meetings

- November – Executive Session (Director's Evaluation)
- December – Executive Session (Director's Evaluation)

2022 Board Committees

- Executive (Tom, Libby & Lori)
- Finance (Lori, Zach & Tom)
- Facilities (Zach, Michelle & Fred)
- Outreach (Fred, Michelle, Jeannie)

Tom Billings Thank you Card





## Curt Ewing Obituary

Dave reported that in the past that Mr. Ewing had donated several brand new Mac computers for patron use. His obituary stated in lieu of flowers, contributions may be made to the Hancock County Public Library.

### Curtis Ewing



GREENFIELD

Curtis George Tripner Ewing, age 85, of Greenfield, passed away October 3, 2022. Mr. Ewing was born in Harrisburg, Pennsylvania, on October 8, 1936. He graduated

from William Penn High School in Harrisburg and, with merit, from the Philadelphia College of Pharmacy and Science. Following service as Lieutenant in the U. S. Public Health Service, he was employed by Eli Lilly and Company from 1962 to 1994. He served in a number of assignments in Indianapolis, England, and France and retired as Manager of Parenteral Products Technical Service in

Pharmaceutical Manufacturing Operations.

He is survived by his wife of 61 years, Jean Moss Ewing and by a daughter, Amy Jean Carole Ewing Johnson of Vancouver, Washington, and two sons, Curtis G. T. Ewing II of Mesa, Arizona, and Christopher J. M. Ewing of Columbus, Georgia. Also surviving are a grandson and five granddaughters.

There will be no calling and services will be

private. In lieu of flowers, contributions may be made to the Hancock County Public Library and the Railroad Museum of Pennsylvania in Strasburg, PA. Arrangements are being handled by Erlewein Mortuary & Crematory in Greenfield.

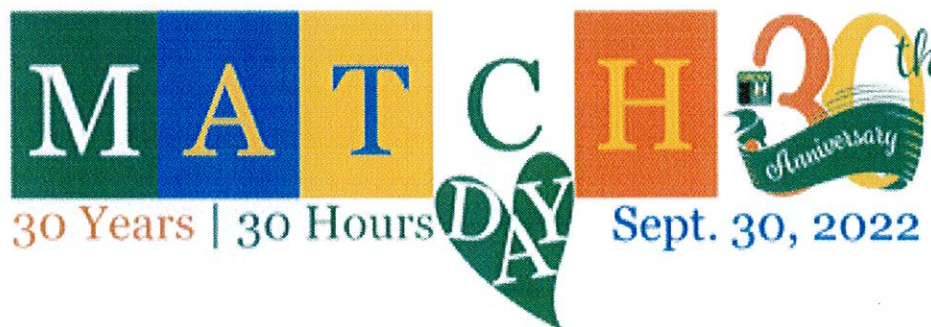


## New Business

### Adopt HCPL 2023 Budget and Salary Schedule

Director Dave Gray presented the 2023 Budget and Salary Schedule. Dave said that the budget was below the growth quotient, so it was not subject to a binding review. Fred Fox **moved to adopt the 2023 Budget and Salary Schedule as written.** This was seconded by Zach Schroer. Vote was taken and the motion carried.

## Match Day 2022 Totals



**Hancock County Community Foundation  
Match Day 2022  
Sep. 30, 2022 4 pm to Oct. 1, 2022 10pm**

	Nonprofit	Gifts	Total	% of Total Donations	Matching Funds	Grand Total
1	Kenneth Butler Memorial Soup Kitchen	222	\$ 109,024.24	20.75%	\$ 31,120.40	<b>\$140,144.64</b>
2	Hancock County Food Pantry	213	\$ 97,528.02	18.56%	\$ 27,838.86	<b>\$125,366.88</b>
3	Women's Resource Center	71	\$ 34,676.65	6.60%	\$ 9,898.27	<b>\$ 44,574.92</b>
4	Greenfield Central School Foundation	66	\$ 34,229.45	6.51%	\$ 9,770.62	<b>\$ 44,000.07</b>
5	Love INC	88	\$ 33,145.23	6.31%	\$ 9,461.13	<b>\$ 42,606.36</b>
6	Hancock County Senior Services	103	\$ 33,076.45	6.29%	\$ 9,441.50	<b>\$ 42,517.95</b>
7	Nameless Creek Camp	61	\$ 32,213.44	6.13%	\$ 9,195.16	<b>\$ 41,408.60</b>
8	FUSE	93	\$ 32,202.44	6.13%	\$ 9,192.02	<b>\$ 41,394.46</b>
9	Hancock County Public Library	73	\$ 26,310.58	5.01%	\$ 7,510.22	<b>\$ 33,820.80</b>
10	Hancock County Children's Choir	56	\$ 25,752.45	4.90%	\$ 7,350.90	<b>\$ 33,103.35</b>
11	Agape Therapeutic Riding Services	52	\$ 18,907.44	3.60%	\$ 5,397.03	<b>\$ 24,304.47</b>
12	Psi Iota Xi - Upsilon Chapter	87	\$ 17,513.44	3.33%	\$ 4,999.12	<b>\$ 22,512.56</b>
13	New Palestine Education Foundation	41	\$ 16,776.44	3.19%	\$ 4,788.75	<b>\$ 21,565.19</b>
14	Sugar Creek Township Park	29	\$ 14,139.44	2.69%	\$ 4,036.03	<b>\$ 18,175.47</b>
		<b>1255</b>	<b>\$525,495.71</b>	<b>100.00%</b>	<b>\$150,000.00</b>	<b>\$675,495.71</b>

### Staff Health Insurance

Cindi Holloway presented information about the staff health insurance plan. Cindi reported there was a 4.8% increase in insurance and that the library would only be offering the basic plan rather than a basic and premium plan. The dental portion of the insurance stayed the same while the vision portion increased a little. Cindi also addressed the Flexible Spending Accounts. She reported that the current plan allowed for a maximum of \$2,650. In 2023, the library will align with the IRS recommended maximum of \$2,850. Zach Schroer **moved to approve the staff health insurance plan**. This was seconded by Lori Elmore. Vote was taken and the motion carried.

### Other

None

### Old Business

#### Marketing Overview (Kyle Turpin, Ryan Fennell & Jesse Keljo)

Kyle Turpin presented an update on the Marketing Department as well as introduced staff involved with that department and their responsibilities. Kyle also showcased a Bookmobile Campaign introducing the new transit van for the Outreach Department and the new wrap for that vehicle.



## Engagement channels



## The New Squad




Kyle Turpin

Jesse Keljo

Ryan Fennell

Bri Washburn



**Kyle** is responsible for the library's website , calendar,  and social media  platforms.

**Jesse** is responsible for the library's calendar  and YouTube  channel.

**Ryan** is responsible for e-newsletter email  program guides  and posters.

**Bri** is responsible for social media  platforms and  posters.

## Social Media

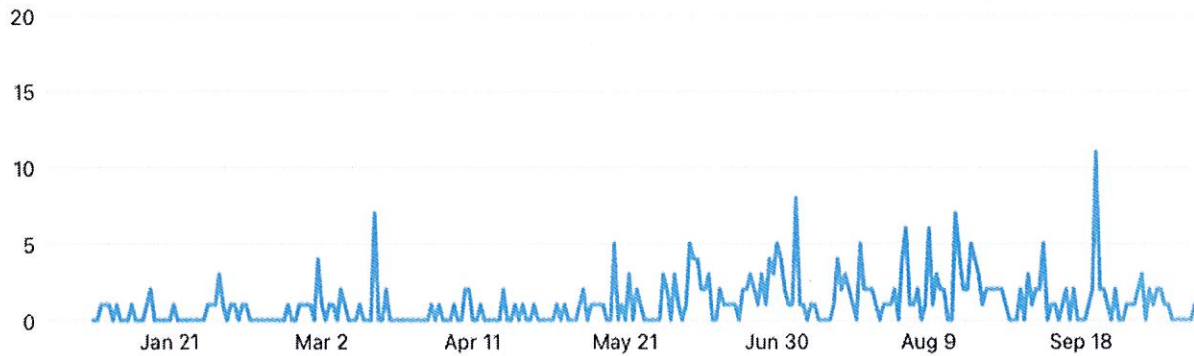




## Social Media Insights

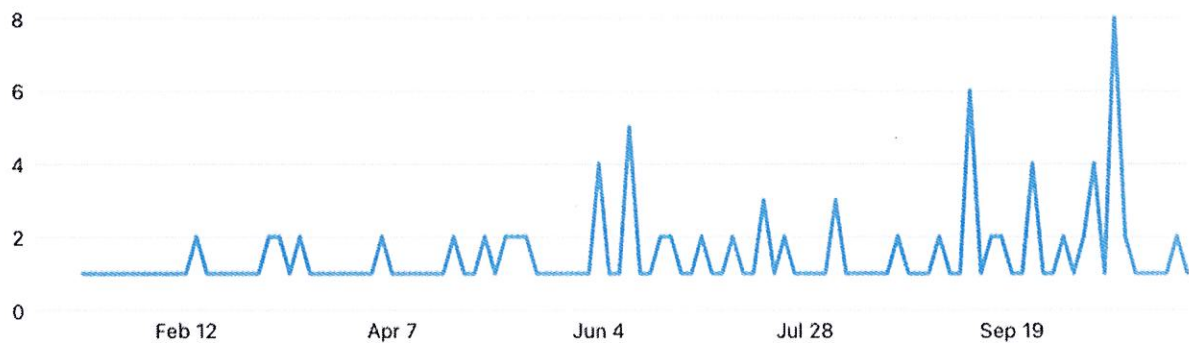
Facebook Page new likes ⓘ

321 ↑ 81.4%



Instagram new followers ⓘ

160 --



### New likes and follows

- Facebook: 321 (+81.4%)
- Instagram: 160

### Total likes and follows

- Facebook: 5,129
- Instagram: 1,490

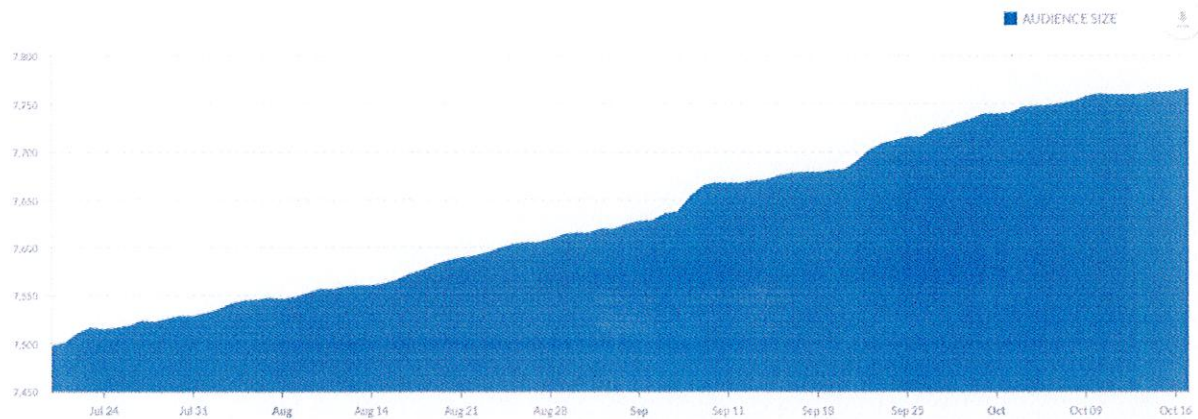
### Peak Engagement

- Facebook: 252 likes, 9K reach
- Instagram: 678 likes, 14K reach

Kyle reported there's been a large female following on Facebook.

### Audience growth -

AUDIENCE GROWTH BY DAY



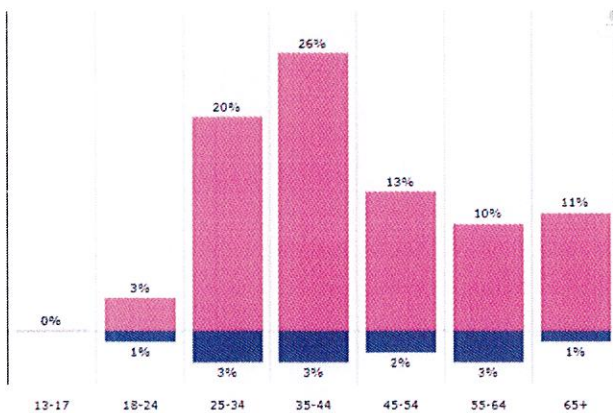
### Demographics

PAGE FANS

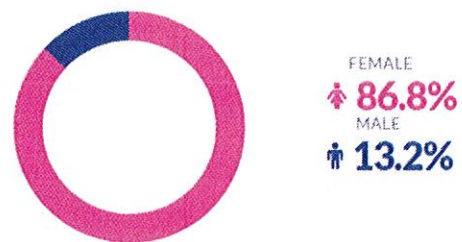
PEOPLE REACHED

PEOPLE ENGAGED

BY AGE



BY GENDER



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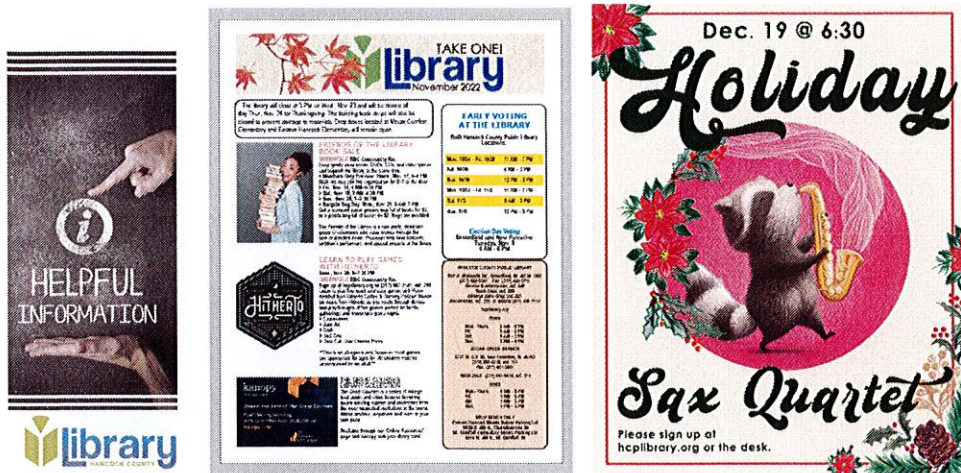
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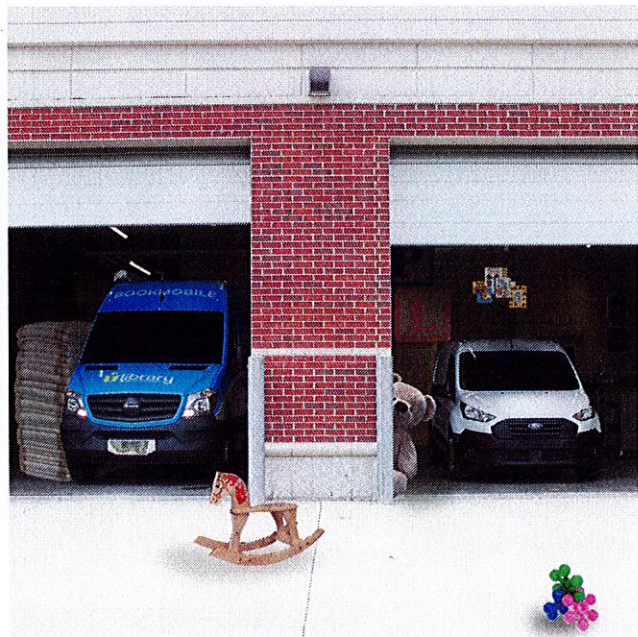
## PRINT Is Back!

Patrons have been asking for printed program guides, so they are back. Bri Washburn has some fresh ideas for posters as well.



## Bookmobile Campaign

There was a campaign on social media to introduce the new transit van for the Outreach Department. The Bookmobile is having a baby! A portion of the Match Day gift will be used for the transit van wrap.



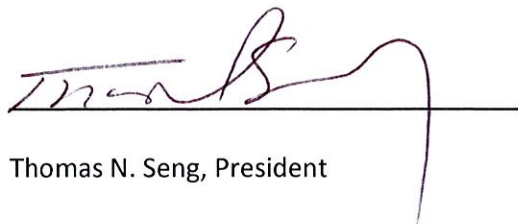
## Other

Dave reported he had received a draft of the strategic plan and would be looking it over for any revisions that might need made. He said he hoped to have a copy ready to present at the November Board of Trustees Meeting.

## Adjourn

Fred Fox moved to adjourn the meeting at 7:40pm. This was seconded by Zach Schroer

Respectfully Submitted,  
Jeanette A. Sherfield, Recording Secretary



Thomas N. Seng, President



Lori Elmore, Secretary