

**YANKTON COMMUNITY LIBRARY
BOARD OF TRUSTEES MEETING
Regular Meeting
Wednesday, June 12, 2024 5:30 pm
Virtual Meeting – GoToMeeting Interface &
Yankton Community Library Meeting Room, 515 Walnut St. Yankton, SD 57078**

AGENDA

Call to order

Additions to the agenda

Approval of May 8, 2024 minutes

Public Comment Period

Discussion of bills/Accept Financial Report

Communications and correspondence

Director's Report

Old Business

New Business

- Website Policy
- Marketing Plan

Other Business:

- YCL Foundation update

Adjourn the meeting of June 12, 2024

The Yankton Community Library meeting room is accessible to everyone. If you have any additional accommodation requirements, please call 668-5276.

**YANKTON COMMUNITY LIBRARY
BOARD OF TRUSTEES MEETING
Regular Meeting
Wednesday, May 8, 2024 5:30 pm
Virtual Meeting – GoToMeeting Interface &
Yankton Community Library Meeting Room, 515 Walnut St. Yankton, SD 57078**

MINUTES

The meeting was called to order by President David Koerner at 5:30 pm. Present were Sarah Mechtenberg, Sue Otterman, Yankton County Commissioner Ryan Heine, City Commissioner Jerry Webber, Library Director Dana Schmidt and Assistant Library Director Linda Dobrovolny. Mary Pat Bierle was absent.

Additions to the agenda: None

Approval of April 10, 2024 minutes: Mechtenberg made a motion to approve with a second by Webber. Unanimous approval.

Public Comment Period: None

Discussion of bills/Accept Financial Report: Dobrovolny noted that the deadline for spending Accessibility Grant funds is May 31. Due to the unavailability of the contractor, an extension has been applied for. Mechtenberg made a motion to accept the financial report with a second by Otterman. Unanimous approval.

Communications and correspondence: Dobrovolny shared a note of thanks from the Contact Center for the library's monthly Food for Fines donation. She also noted that donation request letters for the Summer Reading Program have gone out to businesses and organizations in the community.

Director's Report: In addition to the written report, Dobrovolny reminded board members that the 2025 budget process has begun. Comments should be shared with Schmidt as soon as possible as she is preparing for an initial meeting with city staff. A budget work session is also planned with the city commission on June 10 at 5:30. The library's budget request will include a \$35 per month per hot spot service plan to continue providing hot spots after grant funding runs out in August. Board members are also invited to volunteer to act as tour guides for the Cemetery Walk on June 5.

Old Business

- None

New Business

- Discussion of Social Media Policy: Motion by Otterman with a second by Mechtenberg to retain current policy and add "YCL staff will follow the social media policy outlined in the City of Yankton personnel manual".
- Gift and Donation Policy: Motion by Mechtenberg with a second by Webber to approve updated policy as presented.
- Microfilm Reader/Printer Use Policy: Motion by Mechtenberg with a second by Otterman to approve updated policy as presented.

Other Business:

- YCL Foundation update: The YCL Foundation held its annual meeting and reorganized on May 1. New officers (Ann Clough, President, Tonya Ferrell, Vice President, Dennis Menke, Treasurer) and four new members (Cassandra Hathaway, Roberta Ambur, Rebecca Johnson and Liz Healy) are in place. Over 1100 survey responses have been received to date. Focus groups including community members and staff have been held, A final report is expected in August with a public meeting at the library and a presentation to the City Commission.

Adjourn the meeting of May 8, 2024: Mechtenberg made a motion to adjourn at 6:00 pm. Otterman seconded. Unanimous approval.

Vendor Payment History by Fund
 MAY LIBRARY BILLS

VENDOR NAME AND NUMBER	CHECK#	DATE	DESCRIPTION	AMOUNT	CLAIM	INVOICE	PO#	F 9 S	ACCOUNT NAME	ACCOUNT
GENERAL FUND										
A&B BUSINESS SOLUTIONS			03445							
	69726	05/13/24	COPIER LEASE	412.83		IN1153416	024299	P N D	RENTALS & XEROX SUPPLIE	101.142.212
	69783	05/28/24	COPIER LEASE	395.67		1135469	024289	P N D	RENTALS & XEROX SUPPLIE	101.142.212
			VENDOR TOTAL	808.50						
AMAZON RETAIL FINANCE			.20176							
	202404	05/06/24	SMART COUNTER	14.80		Homstad		- M	REP. & MAINT. - BUILDIN	101.142.223
AMAZON.COM			3605R2J23 .20163							
	202404	05/06/24	BOOK	22.90		Dobrovolny		- M	BOOKS	101.142.340
AMZN MKTP US			.15692							
	202404	05/06/24	REFUND PROGRAM SUPPLIES	40.48CR		Dobrovolny		- M	PROGRAM SUPPLIES	101.142.242
	202404	05/06/24	DVD REFUND	19.96CR		Dobrovolny		- M	AV - CAPITAL	101.142.342
			VENDOR TOTAL	60.44CR		*TOTAL CHECK				
AMZN MKTP US CN7MR7SH3			.20220							
	202404	05/06/24	DVD	28.99		Dobrovolny		- M	AV - CAPITAL	101.142.342
AMZN MKTP US KQ9K577A3			.20210							
	202404	05/06/24	OFFICE SUPPLIES	24.68		Dobrovolny		- M	OFFICE SUPPLIES	101.142.232
	202404	05/06/24	JANITORIAL SUPPLIES	32.74		Dobrovolny		- M	JANITORIAL SUPPLIES	101.142.236
	202404	05/06/24	BOOK	14.84		Dobrovolny		- M	BOOKS	101.142.340
			VENDOR TOTAL	72.26		*TOTAL CHECK				
AMZN MKTP US MF0EX7IJ3			.20177							
	202404	05/06/24	OFFICE SUPPLIES	15.99		Dobrovolny		- M	OFFICE SUPPLIES	101.142.232
	202404	05/06/24	PROGRAM SUPPLIES	91.98		Dobrovolny		- M	PROGRAM SUPPLIES	101.142.242
	202404	05/06/24	BOOKS	48.04		Dobrovolny		- M	BOOKS	101.142.340
	202404	05/06/24	DVD	26.98		Dobrovolny		- M	AV - CAPITAL	101.142.342
			VENDOR TOTAL	182.99		*TOTAL CHECK				
AMZN MKTP US O07WF85I3			.20233							
	202404	05/06/24	PROGRAM SUPPLIES	40.48		Dobrovolny		- M	PROGRAM SUPPLIES	101.142.242
AMZN MKTP US VR2HC6W13			.20217							
	202404	05/06/24	JANITORIAL SUPPLIES	148.40		Dobrovolny		- M	JANITORIAL SUPPLIES	101.142.236
AMZN MKTP US YL29B7583			.20232							
	202404	05/06/24	OFFICE SUPPLIES	71.88		Dobrovolny		- M	OFFICE SUPPLIES	101.142.232
AMZN MKTP US 5E0L97883			.20228							
	202404	05/06/24	OFFICE SUPPLIES	6.35		Dobrovolny		- M	OFFICE SUPPLIES	101.142.232
	202404	05/06/24	JANITORIAL SUPPLIES	213.67		Dobrovolny		- M	JANITORIAL SUPPLIES	101.142.236

Vendor Payment History by Fund
MAY LIBRARY BILLS

VENDOR NAME AND NUMBER	CHECK#	DATE	DESCRIPTION	AMOUNT	CLAIM	INVOICE	PO#	F 9 S ACCOUNT NAME	ACCOUNT
GENERAL FUND									
AMZN MKTP US 5E0L97883			.20228						
	202404	05/06/24	BOOKS	9.99		Dobrovolny		- M BOOKS	101.142.340
	202404	05/06/24	DVDS	99.92		Dobrovolny		- M AV - CAPITAL	101.142.342
			VENDOR TOTAL	329.93		*TOTAL CHECK			
BAKER-TAYLOR			.11798						
	202404	05/06/24	POSTAGE	73.46		Schmidt		- M POSTAGE	101.142.231
	202404	05/06/24	BOOKS	4,339.22		Schmidt		- M BOOKS	101.142.340
			VENDOR TOTAL	4,412.68		*TOTAL CHECK			
BLUEPEAK			.18669						
	202404	05/06/24	PHONE	141.25		Yardley		- M TELEPHONE	101.142.271
CENTER POINT LARGE PRI			.11785						
	202404	05/06/24	LARGE PRINT BOOKS	227.84		Schmidt		- M BOOKS	101.142.340
	202404	05/06/24	LARGE PRINT BOOKS	140.82		Schmidt		- M BOOKS	101.142.340
			VENDOR TOTAL	368.66		*TOTAL CHECK			
CITY UTILITIES			00109						
	202417	05/09/24	CY UT - LIBRARY WATER	93.16		04/18/2024	002642 P	- M WATER SERVICE	101.142.274
	202417	05/09/24	CY UT - LIBRARY WASTEWAT	71.44		04/18/2024	002642 P	- M SEWER SERVICE	101.142.275
			VENDOR TOTAL	164.60		*TOTAL CHECK			
COLLABORATIVE SUMMER L			.17028						
	202404	05/06/24	POSTAGE	50.00		Yankton Librar		- M POSTAGE	101.142.231
ECO WATERS			.16306						
	202404	05/06/24	WATER RENT	126.00		Schmidt		- M PROFESSIONAL SERVICES	101.142.202
J & H CLEANING SERVICE			05937						
	69749	05/13/24	JANITORIAL SERVICES	1,200.00		03312081	024298 P	- D CONTRACTED SERVICES	101.142.204
KOPETSKYS ACE HDWE			.14377						
	202404	05/06/24	JANITORIAL SUPPLIES	60.96		Schmidt		- M JANITORIAL SUPPLIES	101.142.236
MENARDS YANKTON SD			.14179						
	202404	05/06/24	TANK, FLAPPER	23.41		Mastalir		- M REP. & MAINT. - BUILDIN	101.142.223
MIDAMERICAN ENERGY COMPA			00303						
	202417	05/10/24	HEATING FUEL - LIBRARY	379.28		MAY 2024		- M FUEL-HEATING	101.142.273
NORTHWESTERN ENERGY			00455						
	202417	05/09/24	ELECTRIC - LIBRARY	1,053.42		MAY 2024		- M ELECTRICITY	101.142.272

Vendor Payment History by Fund
MAY LIBRARY BILLS

VENDOR NAME AND NUMBER	CHECK#	DATE	DESCRIPTION	AMOUNT	CLAIM	INVOICE	PO#	F 9 S	ACCOUNT NAME	ACCOUNT
GENERAL FUND										
OLSONS PEST TECHNICIAN .14274										
	202404	05/06/24	PEST CONTROL	93.00		Schmidt		- M	PROFESSIONAL SERVICES	101.142.202
OVERDRIVE DIST .13843										
	202404	05/06/24	ANNUAL FEE	3,000.00		Schmidt		- M	PROFESSIONAL SERVICES	101.142.202
	202404	05/06/24	EBOOKS	392.25		Schmidt		- M	E-BOOKS	101.142.209
	202404	05/06/24	EBOOKS	1,107.88		Schmidt		- M	E-BOOKS	101.142.209
	202404	05/06/24	EBOOKS	192.00		Schmidt		- M	E-BOOKS	101.142.209
				4,692.13						
				4,692.13						
			VENDOR TOTAL							
PITNEY BOWES .19037										
	202404	05/06/24	POSTAGE	207.00		Schmidt		- M	POSTAGE	101.142.231
PLAYAWAY PRODUCTS LLC .19327										
	202404	05/06/24	WONDERBOOKS	662.02		Schmidt		- M	AV - CAPITAL	101.142.342
	202404	05/06/24	WONDERBOOKS	52.24		Schmidt		- M	AV - CAPITAL	101.142.342
				714.26						
			VENDOR TOTAL							
RVM CONSULTING SERVICES 07627										
	69767	05/13/24	LEADERSHIP TRAINING	276.25		043	024019	P - D	CONFERENCE & MEETINGS	101.142.265
SOUTH DAKOTA HUMANITIE .12593										
	202404	05/06/24	PROGRAMMING	50.00		Schmidt		- M	PROGRAM SUPPLIES	101.142.242
WAL-MART #1483 .12434										
	202404	05/06/24	JANITORIAL SUPPLIES	39.40		Yankton Librar		- M	JANITORIAL SUPPLIES	101.142.236
WALMART.COM .12308										
	202404	05/06/24	PROGRAM SUPPLIES	37.83		Schmidt		- M	PROGRAM SUPPLIES	101.142.242
1 OFFICE SOLUTION .17169										
	202404	05/06/24	PROGRAM SUPPLIES	8.34		Yankton Librar		- M	PROGRAM SUPPLIES	101.142.242
GENERAL FUND				15,759.16						**TOTAL

Vendor Payment History by Fund
MAY LIBRARY BILLS

VENDOR NAME AND NUMBER								
CHECK#	DATE	DESCRIPTION	AMOUNT	CLAIM	INVOICE	PO#	F 9 S ACCOUNT NAME	ACCOUNT
REPORT TOTALS:			15,759.16					

RECORDS PRINTED - 000048

Vendor Payment History by Fund
 MAY LIBRARY TRUST BILLS

VENDOR NAME AND NUMBER	CHECK#	DATE	DESCRIPTION	AMOUNT	CLAIM	INVOICE	PO#	F 9 S	ACCOUNT NAME	ACCOUNT
LIBRARY TRUST										
AMAZON.COM RF4F310K3			.20207							
	202404	05/06/24	MMIP GRANT BOOKS	193.62		Dobrovolny		- M	MMIP GRANT	701.701.317
AMZN MKTP US AV32R0H23			.20188							
	202404	05/06/24	SUMMER READING SUPPLIES	36.97		Dobrovolny		- M	RECREATION SUPPLIES	701.701.242
AMZN MKTP US KQ9K577A3			.20210							
	202404	05/06/24	PROGRAM SUPPLIES	20.99		Dobrovolny		- M	RECREATION SUPPLIES	701.701.242
AMZN MKTP US MF0EX7IJ3			.20177							
	202404	05/06/24	SUMMER READING SUPPLIES	140.12		Dobrovolny		- M	RECREATION SUPPLIES	701.701.242
AMZN MKTP US QF12G4UT3			.20166							
	202404	05/06/24	SUMMER READING SUPPLIES	95.99		Dobrovolny		- M	RECREATION SUPPLIES	701.701.242
AMZN MKTP US QO0UQ1003			.20246							
	202404	05/06/24	MMIP GRANT SUPPLIES	35.85		Dobrovolny		- M	MMIP GRANT	701.701.317
APF LARRYS RENTALS, L			.20168							
	202404	05/06/24	MMIP GRANT	154.48		Yankton Librar		- M	MMIP GRANT	701.701.317
COLLABORATIVE SUMMER L			.17028							
	202404	05/06/24	STAFF SHIRTS	70.50		Yankton Librar		- M	RECREATION SUPPLIES	701.701.242
	202404	05/06/24	READING PROG TEEN SHIRTS	188.79		Yankton Librar		- M	RECREATION SUPPLIES	701.701.242
				259.29						
			VENDOR TOTAL	259.29						
									*TOTAL CHECK	
DOLLAR TREE			.14844							
	202404	05/06/24	STAFF APPRECIATION	11.25		Yankton Librar		- M	RECREATION SUPPLIES	701.701.242
FACEBK BHLPN2QYC2			.20235							
	202404	05/06/24	MARKETING	2.00		Schmidt		- M	PROFESSIONAL SERVICES	701.701.202
FACEBK DGYDGZBYC2			.20236							
	202404	05/06/24	MARKETING	2.00		Schmidt		- M	PROFESSIONAL SERVICES	701.701.202
FACEBK D4GF33QYC2			.20203							
	202404	05/06/24	MARKETING	2.00		Schmidt		- M	RECREATION SUPPLIES	701.701.242
FACEBK FDD6Y38ZC2			.20202							
	202404	05/06/24	MARKETING	3.00		Schmidt		- M	PROFESSIONAL SERVICES	701.701.202
FACEBK FQSSL3LYC2			.20204							
	202404	05/06/24	MARKETING	2.00		Schmidt		- M	PROFESSIONAL SERVICES	701.701.202
FACEBK GAH7N2QYC2			.20237							
	202404	05/06/24	MARKETING	2.00		Schmidt		- M	PROFESSIONAL SERVICES	701.701.202

Vendor Payment History by Fund
 MAY LIBRARY TRUST BILLS

VENDOR NAME AND NUMBER	CHECK#	DATE	DESCRIPTION	AMOUNT	CLAIM	INVOICE	PO#	F 9 S	ACCOUNT NAME	ACCOUNT
LIBRARY TRUST										
FACEBK R2CPM3LYC2			.20197							
	202404	05/06/24	MARKETING	3.00		Schmidt		- M	PROFESSIONAL SERVICES	701.701.202
FACEBK S7TP52CZC2			.20193							
	202404	05/06/24	MARKETING	5.17		Schmidt		- M	PROFESSIONAL SERVICES	701.701.202
FACEBK TZGCRYZBYC2			.20195							
	202404	05/06/24	MARKETING	5.00		Schmidt		- M	PROFESSIONAL SERVICES	701.701.202
FACEBK T83AL3LYC2			.20200							
	202404	05/06/24	MARKETING	2.71		Schmidt		- M	RECREATION SUPPLIES	701.701.242
FACEBK UNZ6L2YYC2			.20180							
	202404	05/06/24	MARKETING	8.49		Schmidt		- M	PROFESSIONAL SERVICES	701.701.202
FACEBK XYELD2YYC2			.20196							
	202404	05/06/24	MARKETING	3.00		Schmidt		- M	PROFESSIONAL SERVICES	701.701.202
FACEBK 29HGHZBYC2			.20231							
	202404	05/06/24	MARKETING	2.00		Schmidt		- M	PROFESSIONAL SERVICES	701.701.202
FACEBK 4A9TE2UYC2			.20238							
	202404	05/06/24	MARKETING	2.00		Schmidt		- M	PROFESSIONAL SERVICES	701.701.202
JIMMY JOHNS - 3631 - M			.16024							
	202404	05/06/24	EMPLOYEE APPRECIATION	20.84		Dobrovolny		- M	RECREATION SUPPLIES	701.701.242
	202404	05/06/24	STAFF APPRECIATION	141.88		Yankton Librar		- M	RECREATION SUPPLIES	701.701.242
				162.72		*TOTAL CHECK				
			VENDOR TOTAL	162.72						
KOPETSKYS ACE HDWE			.14377							
	202404	05/06/24	DISC GOLF SETS	143.94		Schmidt		- M	RECREATION SUPPLIES	701.701.242
	202404	05/06/24	SUMMER READING PRIZES	35.94		Schmidt		- M	RECREATION SUPPLIES	701.701.242
				179.88		*TOTAL CHECK				
			VENDOR TOTAL	179.88						
MIELKE/BRENT			06906							
	69834	05/28/24	LIBRARY PERFORMANCE	350.00		5.20.24	024300	P N D	RECREATION SUPPLIES	701.701.242
READ/TIMOTHY J			07826							
	8998	05/31/24	TIM READ ILLUSTRATOR	350.00		6/10/24	081601	P N M	RECREATION SUPPLIES	701.701.242
SQ COUNTERFEIT CATERI			.20181							
	202404	05/06/24	CANVAS AND CHARCUTERIE	424.01		Schmidt		- M	RECREATION SUPPLIES	701.701.242
WAL-MART #1483			.12434							
	202404	05/06/24	CANVAS AND CHARCUTERIE	13.24		Yankton Librar		- M	RECREATION SUPPLIES	701.701.242
	202404	05/06/24	CANVAS AND CHARCUTERIE	11.90		Yankton Librar		- M	RECREATION SUPPLIES	701.701.242

Vendor Payment History by Fund
 MAY LIBRARY TRUST BILLS

VENDOR NAME AND NUMBER	CHECK#	DATE	DESCRIPTION	AMOUNT	CLAIM	INVOICE	PO#	F 9 S ACCOUNT NAME	ACCOUNT
LIBRARY TRUST									
WAL-MART #1483			.12434						
				25.14					
			VENDOR TOTAL	25.14					*TOTAL CHECK
YANKTON COMMUNITY LIBRAR			07608						
69780	05/13/24	SHIRTS		776.00		2.20.24	024283	P N D RECREATION SUPPLIES	701.701.242
YANKTONMEDIAINC			.13978						
202404	05/06/24	MMIP GRANT ADVERTISING		397.60		Dobrovolny		- M MMIP GRANT	701.701.317
LIBRARY TRUST									
				3,658.28					**TOTAL

Vendor Payment History by Fund
MAY LIBRARY TRUST BILLS

VENDOR NAME AND NUMBER	CHECK#	DATE	DESCRIPTION	AMOUNT	CLAIM	INVOICE	PO#	F 9 S ACCOUNT NAME	ACCOUNT
REPORT TOTALS:				3,658.28					

RECORDS PRINTED - 000035

	ADOPTED BUDGET	REVISIED BUDGET	ANNUAL ACT MTD POSTED ACT YTD POSTED AND IN PROCESS AND IN PROCESS	REMAINING BALANCE	PCT
101 GENERAL FUND					
INTERGOVERNMENTAL REVENUES					
3380 COUNTY SHARE OF LIBRARY BUDG	20,000.00	20,000.00	0.00	0.00	20,000.00 0
TOTAL: INTERGOVERNMENTAL REVENUES	20,000.00	20,000.00	0.00	0.00	20,000.00 0
GOODS AND SERVICES					
3450 LIBRARY COPY FEES	0.00	0.00	7.50	7.50	7.50- 9999 -----]]]]
3451 NON-RESIDENT LIBRARY CARDS	8,500.00	8,500.00	1,130.00	4,495.00	4,005.00 52 -----
3452 LIBRARY A.V. FEES	500.00	500.00	0.00	0.00	500.00 0
3453 LIBRARY LONG OR (SHORT)	10.00	10.00	0.00	1.50	8.50 15 -
3454 SALE OF WITHDRAWN ITEMS	200.00	200.00	9.42	75.76	124.24 37 ---
3455 OTHER-LIBRARY REVENUES	1,500.00	1,500.00	33.00	248.00	1,252.00 16 -
3456 PC PRINTING	6,000.00	6,000.00	621.25	3,365.25	2,634.75 56 -----
3490 SALE OF MATERIALS	100.00	100.00	0.00	32.96	67.04 32 ---
3491 OTHER NON-TAXABLE	2,000.00	2,000.00	1,340.93	3,498.32	1,498.32- 174 -----]]]]
3492 OTHER TAXABLE	0.00	0.00	0.00	0.00	0.00 0
TOTAL: GOODS AND SERVICES	18,810.00	18,810.00	3,142.10	11,724.29	7,085.71 62 -----
FINES					
3510 COURT FINES	3,000.00	3,000.00	206.55	1,563.48	1,436.52 52 -----
3511 PARKING FINES	1,000.00	1,000.00	25.00	775.00	225.00 77 -----
3520 LIBRARY FINES	500.00	500.00	37.00	168.10	331.90 33 ---
TOTAL: FINES	4,500.00	4,500.00	268.55	2,506.58	1,993.42 55 -----
MISCELLANEOUS					
3610 INTEREST	40,000.00	40,000.00	34,938.84	153,843.88	113,843.88- 384 -----]]]]
3611 UTILITY REFUNDS	0.00	0.00	0.00	0.00	0.00 0
3612 SALE OF FIXED ASSETS	10,000.00	10,000.00	0.00	0.00	10,000.00 0
3613 IN LIEU OF TAX	0.00	0.00	0.00	0.00	0.00 0
3614 BOND PROCEEDS	0.00	0.00	0.00	0.00	0.00 0
3615 MISC REIMBURSEMENTS	4,000.00	4,000.00	15,028.69	20,783.18	16,783.18- 519 -----]]]]
3617 CAPITAL LEASE	0.00	0.00	0.00	0.00	0.00 0
3618 USDA RURAL DEVELOPMENT LOAN	0.00	0.00	0.00	0.00	0.00 0
3620 LAND RENT	0.00	0.00	0.00	0.00	0.00 0
3640 COMPENSATION LOSS & DAMAGE	3,000.00	3,000.00	401.89	48,577.38	45,577.38- 1619 -----]]]]
3641 LIBR COMP FOR LOSS & DAMAGE	1,500.00	1,500.00	90.95	779.56	720.44 51 -----
TOTAL: MISCELLANEOUS	58,500.00	58,500.00	50,460.37	223,984.00	165,484.00- 382 -----]]]]
TOTAL: GENERAL FUND	89,810.00	89,810.00	53,871.02	238,214.87	148,404.87- 291 -----]]]]

	ADOPTED BUDGET	REVISED BUDGET	ANNUAL ACT MTD POSTED AND IN PROCESS	ACT YTD POSTED AND IN PROCESS	REMAINING BALANCE	PCT
701 LIBRARY TRUST						
3342 JUMP START GRANT	0.00	0.00	0.00	0.00	0.00	0
3610 INTEREST	0.00	0.00	224.49	950.32	950.32-	9999 -----]]]]
3642 GRANTS	0.00	0.00	0.00	1,800.00	1,800.00-	9999 -----]]]]
3660 DONATIONS FROM PRIVATE	0.00	0.00	2,351.00	9,723.55	9,723.55-	9999 -----]]]]
TOTAL: LIBRARY TRUST	0.00	0.00	2,575.49	12,473.87	12,473.87-	9999 -----]]]]

	ANNUAL REVISED BUDGET	ENCUMBERED	ACT MTD POSTED AND IN PROCESS	ACT YTD POSTED AND IN PROCESS	REMAINING BALANCE	PCT
101	GENERAL FUND					
142	COMMUNITY LIBRARY PERSONNEL SERVICES					
101	REGULAR WAGES	451,859.00	0.00	35,514.57	176,942.50	274,916.50 39 ---
102	TEMPORARY WAGES	40,000.00	0.00	4,329.74	20,703.02	19,296.98 51 -----
103	OVERTIME WAGES	750.00	0.00	18.39	51.79	698.21 6
111	OASI	37,685.00	0.00	2,945.35	14,655.33	23,029.67 38 ---
121	RETIREMENT	27,157.00	0.00	2,131.97	10,619.63	16,537.37 39 ---
131	WORKMENS COMPENSATION	3,076.00	0.00	0.00	0.00	3,076.00 0
132	GROUP INSURANCE	101,490.00	0.00	4,208.16	21,040.80	80,449.20 20 --
133	UNEMPLOYMENT INSURANCE	1,104.00	0.00	7.38	216.21	887.79 19 -
TOTAL:	PERSONNEL SERVICES	663,121.00	0.00	49,155.56	244,229.28	418,891.72 36 ---
	OTHER CURRENT EXPENDITURES					
201	INSURANCE	13,433.00	0.00	0.00	11,648.52	1,784.48 86 -----
202	PROFESSIONAL SERVICES	10,000.00	0.00	3,219.00	9,608.88	391.12 96 -----
204	CONTRACTED SERVICES	16,000.00	0.00	1,200.00	6,000.00	10,000.00 37 ---
209	E-BOOKS	29,500.00	0.00	1,692.13	6,583.77	22,916.23 22 --
211	PUBLISHING	500.00	0.00	0.00	0.00	500.00 0
212	RENTALS & XEROX SUPPLIES	4,500.00	0.00	808.50	1,669.66	2,830.34 37 ---
221	REP. & MAINT. - EQUIPMENT	3,000.00	0.00	0.00	1,620.84	1,379.16 54 -----
223	REP. & MAINT. - BUILDINGS	6,000.00	0.00	38.21	809.87	5,190.13 13 -
224	REP. & MAINT.-CENTRAL GARAGE	0.00	0.00	0.00	0.00	0.00 0
231	POSTAGE	3,800.00	0.00	330.46	1,673.55	2,126.45 44 ----
232	OFFICE SUPPLIES	8,000.00	0.00	291.40	2,322.10	5,677.90 29 --
233	PRINTING & BINDING	0.00	0.00	0.00	0.00	0.00 0
234	COPIES	0.00	0.00	0.00	0.00	0.00 0
235	SUBSCRIPTIONS & PUBLICATIONS	9,500.00	0.00	0.00	1,031.00	8,469.00 10 -
236	JANITORIAL SUPPLIES	3,000.00	0.00	495.17	709.47	2,290.53 23 --
242	PROGRAM SUPPLIES	5,000.00	0.00	188.15	1,007.59	3,992.41 20 --
244	UNIFORMS & DRY GOODS	0.00	0.00	0.00	0.00	0.00 0
248	PHOTOGRAPHY/AUDIO-VISUAL	0.00	0.00	0.00	0.00	0.00 0
255	COVID EXPENSE	0.00	0.00	0.00	0.00	0.00 0
261	MEMBERSHIP DUES	1,000.00	0.00	0.00	0.00	1,000.00 0
263	TRAVEL EXPENSE	3,000.00	0.00	0.00	13.92	2,986.08 0
265	CONFERENCE & MEETINGS	1,500.00	0.00	276.25	427.25	1,072.75 28 --
271	TELEPHONE	2,300.00	0.00	201.75	675.36	1,624.64 29 --
272	ELECTRICITY	20,000.00	0.00	1,053.42	3,959.45	16,040.55 19 -
273	FUEL-HEATING	6,000.00	0.00	379.28	1,685.46	4,314.54 28 --
274	WATER SERVICE	3,500.00	0.00	93.16	322.24	3,177.76 9
275	SEWER SERVICE	1,200.00	0.00	71.44	231.36	968.64 19 -
276	LANDFILL	500.00	0.00	40.00	176.00	324.00 35 ---
277	RUBBLE	0.00	0.00	0.00	0.00	0.00 0
TOTAL:	OTHER CURRENT EXPENDITURES	151,233.00	0.00	10,378.32	52,176.29	99,056.71 34 ---
	CAPITAL OUTLAY					
301	CAPITAL REPAIR & MAINTENANCE	27,001.00	0.00	0.00	0.00	27,001.00 0

Expenditure Guideline
 FOR THE PERIOD(S) JAN 01, 2024 THROUGH MAY 31, 2024

	ANNUAL REVISED BUDGET	ENCUMBERED	ACT MTD POSTED AND IN PROCESS	ACT YTD POSTED AND IN PROCESS	REMAINING BALANCE	PCT
101	GENERAL FUND					
142	COMMUNITY LIBRARY					
	CAPITAL OUTLAY					
320	BUILDINGS	40,000.00	0.00	0.00	40,000.00	0
340	BOOKS	53,000.00	0.00	4,803.65	11,616.30	41,383.70 21 --
342	AV - CAPITAL	10,500.00	0.00	850.19	1,729.95	8,770.05 16 -
350	EQUIPMENT	0.00	0.00	0.00	0.00	0
355	COVID CAPITAL EXPENSE	0.00	0.00	0.00	0.00	0
TOTAL:	CAPITAL OUTLAY	130,501.00	0.00	5,653.84	13,346.25	117,154.75 10 -
	OTHER EXPENDITURES					
530	REFUNDS & REIMBURSEMENTS	0.00	0.00	0.00	0.00	0
TOTAL:	OTHER EXPENDITURES	0.00	0.00	0.00	0.00	0
TOTAL:	COMMUNITY LIBRARY	944,855.00	0.00	65,187.72	309,751.82	635,103.18 32 ---
TOTAL:	GENERAL FUND	944,855.00	0.00	65,187.72	309,751.82	635,103.18 32 ---

	ANNUAL REVISED BUDGET	ENCUMBERED	ACT MTD POSTED AND IN PROCESS	ACT YTD POSTED AND IN PROCESS	REMAINING BALANCE	PCT
701 LIBRARY TRUST						
701 LIBRARY TRUST						
OTHER CURRENT EXPENDITURES						
202 PROFESSIONAL SERVICES	0.00	0.00	39.66	39.66	39.66-	9999 -----]]]]
221 REP. & MAINT. - EQUIPMENT	0.00	0.00	0.00	0.00	0.00	0
223 REP. & MAINT. - BUILDINGS	0.00	0.00	0.00	0.00	0.00	0
232 OFFICE SUPPLIES	0.00	0.00	0.00	209.25	209.25-	9999 -----]]]]
235 SUBSCRIPTIONS & PUBLICATIONS	0.00	0.00	0.00	0.00	0.00	0
242 RECREATION SUPPLIES	0.00	0.00	2,837.07	8,350.18	8,350.18-	9999 -----]]]]
248 PHOTOGRAPHY/AUDIO-VISUAL	0.00	0.00	0.00	0.00	0.00	0
263 TRAVEL EXPENSE	0.00	0.00	0.00	0.00	0.00	0
TOTAL: OTHER CURRENT EXPENDITURES	0.00	0.00	2,876.73	8,599.09	8,599.09-	9999 -----]]]]
CAPITAL OUTLAY						
301 ALA LAPTOP GRANT	0.00	0.00	0.00	0.00	0.00	0
317 MMIP GRANT	0.00	0.00	781.55	1,008.31	1,008.31-	9999 -----]]]]
318 ALA ACCESSIBILITY GRANT	0.00	0.00	0.00	7,950.00	7,950.00-	9999 -----]]]]
319 DIGITAL LITERACY GRANT	0.00	0.00	0.00	0.00	0.00	0
340 BOOKS	0.00	0.00	0.00	0.00	0.00	0
342 AV - CAPITAL	0.00	0.00	0.00	0.00	0.00	0
350 EQUIPMENT	0.00	0.00	0.00	0.00	0.00	0
TOTAL: CAPITAL OUTLAY	0.00	0.00	781.55	8,958.31	8,958.31-	9999 -----]]]]
TOTAL: LIBRARY TRUST	0.00	0.00	3,658.28	17,557.40	17,557.40-	9999 -----]]]]
TOTAL: LIBRARY TRUST	0.00	0.00	3,658.28	17,557.40	17,557.40-	9999 -----]]]]

-----FUND----- 701 LIBRARY TRUST

ACCOUNT -----	BEGINNING BALANCE -----	ACTUAL-THIS MONTH -----	ACTUAL-THIS YEAR -----	ENDING BALANCE -----
ASSETS -----				
CURRENT ASSETS:				
701.1012	63,939.70	1,082.79CR	6,055.03CR	57,884.67
701.1311	257.48	0.00	257.48CR	0.00
TOTAL CURRENT ASSETS:	64,197.18	1,082.79CR	6,312.51CR	57,884.67
TOTAL ASSETS:	64,197.18	1,082.79CR	6,312.51CR	57,884.67
LIABILITIES AND FUND BALANCE -----				
CURRENT LIABILITIES:				
701.2011	1,228.98CR	0.00	1,228.98	0.00
TOTAL CURRENT LIABILITIES:	1,228.98CR	0.00	1,228.98	0.00
TOTAL LIABILITIES:	1,228.98CR	0.00	1,228.98	0.00
FUND BALANCE:				
701.2511	30,373.92CR	0.00	0.00	30,373.92CR
701.2900	55,605.24CR	2,575.49CR	12,473.87CR	68,079.11CR
701.2910	23,010.96	3,658.28	17,557.40	40,568.36
TOTAL FUND BALANCE:	62,968.20CR	1,082.79	5,083.53	57,884.67CR
TOTAL LIABILITIES AND FUND BALANCE:	64,197.18CR	1,082.79	6,312.51	57,884.67CR
TOTAL FUND:	0.00	0.00	0.00	0.00

Director's Report- June 2024

Summer Programs: Adventure begins at your library! We have 93 programs on our calendar for June and July this year! We again have a great line up of fun and free family friendly performances throughout the summer. There are storytimes, crafts, LEGOs, games, movies and more! One of the new programs you will see this year is Pool Storytime. This happens every Thursday during June and July at the Huether Family Aquatics Center. Children 6 and under and their caregivers can get into the pool for storytime for free by showing their library card or they can pay just \$1 per person. There are stories, activities, and some water games. After storytime ends, families are able to stay and swim for the day if they choose. We love exploring our partnership with Parks and Rec to offer fun and new opportunities for families to enjoy our facilities!

Adult Summer Reading: Adults will get to explore with the library this summer by participating in the Great Yankton Challenge on Thursday, June 13. This event is fashioned after The Amazing Race. Teams will get clues leading them to locations around Yankton. They will have to successfully complete challenges before receiving their next clue. The team that completes all the challenges in the fastest time wins!

There are also opportunities for adults to learn about unique day trips they can take to explore South Dakota from South Dakota Magazine's Bernie Hunhoff (June 25) or go on an adult field trip to Niobrara, NE (July 20). Adults will get to end the summer by traveling with their taste buds at our Appetizers Around the World event on July 26.

Juneteenth: We are excited to host a speaker, Terry Liggins, to celebrate Juneteenth on Wednesday, June 19 at 10:30am. Terry will talk about the history of Juneteenth and discuss his personal story and commitment to equity and inclusion through his work with the Hurdle Life Coach Foundation. This event is in partnership with Connecting Cultures and the Friends of the Library.

Summer Reading recap: Our Party in the Park kick-off event was a great success! It was a busy night from start to finish with lots of familiar faces and lots of new faces as well! The day after our event (June 6) we had 197 adults, 91 teens and 411 youth registered for our 2024 Summer Reading Program. These numbers significantly exceeded the total numbers registered in 2023 (150 adults, 80 teens, 303 youth)!

Our 11th annual Cemetery Walk sold out of tickets again this year for both tours. We had another great year of partnership with the Mead Museum, wonderful reenactors and the weather once again cooperated with our plans. Runza has generously offered to enhance many of our Monday performances by providing free food for participants, including items like cookies, ice cream sandwiches and cheeseburger sliders!

Foundation: The feasibility study survey closed on June 7. The Government Research Bureau team was very happy with the number of results received and is on track to present results of the survey in August.

Board of Trustees: The next regularly scheduled board of trustees meeting will be Wednesday, July 10 at 5:30pm in the Yankton Community Library meeting room with an online option available at <https://global.gotomeeting.com/join/541968125>

MAY 2024 PROGRAM STATISTICS				
Storytime	Date	Time	Kids	Adults
Prince/Princess Storytime	5/2/24	6:00 PM	6	4
		Total:	6	4
Stay and Play	Date	Time	Kids	Adults
	5/1/2024	9-11 AM	11	6
	5/8/2024	9-11 AM	13	5
	5/15/2024	9-11 AM	6	3
	5/22/2024	9-11 AM	10	6
	5/29/2024	9-11 AM	8	4
		Total:	48	24
Family Events:		Time	Kids	Adults
Mean girls movie/crafts		11/1	10	4
Fort Fun		5/11 9am to 4 pm	21	10
Literacy Event with school district		5/14 4:30-6:30pm	250	
Kids Art Fest-YAA		5/28 5:00-7:00pm	200	
		Total:	481	14
Adult Programs	Date	Time	Adults	Virtual
Medicare 101	5/7	2:00 PM	15	na
Seed Library	5/14	2:00 PM	20	3
One Book SD Discussion	5/16	6:30 PM	12	na
Theraputic Writing	5/18	10:00 AM	5	NA
Meditation Group	5/23	6:30 PM	24	NA
		Total:	76	3
Book Clubs	Date	Time	Adults	
Readers Anyomous	5/14/24	2:00 PM	9	
Between the Lines	5/28/24	4:30 PM	2	
		Total:	11	
Video Views for	Date	Video Views		
Seed Library	4/9/24	6		
	Total:	6		

MAY 2024 USAGE & CIRCULATION STATISTICS

Total Circulation Statistics*			
	2024	2023	2022
Adult	7,003	6,675	6,682
Juvenile	5,764	4,901	4,232
Total	12,767	11,576	10,914
*Includes physical collection, ILL, and eBooks			

Physical Collection Circulation			
	2024	2023	2022
Adult	4,342	4,433	4,606
Juvenile	4,292	4,482	3,902
Total	8,634	8,915	8,508

Interlibrary Loan			
	2024	2023	2022
Requested	96	83	117
Supplied	14	18	30
Total	110	101	147

Electronic Resources			
	2024	2023	2022
OverDrive Adult	2551	2,141	1,929
OverDrive Juvenile	380	336	263
TumbleBooks	1,092	83	67
Total	1,472	2,560	2,259

Adult Outreach			
	2024	2023	2022
Locations	9	9	4
Patrons	40	47	10
Circulations	153	166	69

Daycare Outreach			
	2024	2023	2022
Locations	NA	NA	NA
Patrons	NA	NA	NA
Circulations	NA	NA	NA

Teen Subscription Bags			
	2024	2023	2022
Active Subscriptions	26	15	24
Waitlisted Subscriptions	0	0	0

Toy Lending Library Checkouts			
	2024	2023	2022
Toy Bins	27	NA	NA

Current Cards			
	2024	2023	2022

Public Computer Use			
	2024	2023	2022
Uses	265	558	495
Hours	173	312	228

WiFi Usage			
	2024	2023	2022
Sessions	936	715	698
Total Session Hours	1307	822	825
Unique Users	252	254	264

Meeting Room Use			
	2024	2023	2022
Library Uses	20	20	8
Library Hours	78.5	65	14
Non-Library Uses	17	28	18
Non-Library Hours	27.5	65	44

Study Room Use			
	2024	2023	2022
Uses	25	15	30
Hours	41	32	54

Notary			
	2024	2023	2022
Requests	4	NA	5

Proctor			
	2024	2023	2022
Tests	0	6	2

Genealogy Requests			
	2024	2023	2022
Patrons	2	1	0
Hours	1	0.50	0.0

*Microfilm out to be digitized.

Teacher Requests			
	2024	2023	2022
Patrons	1	1	0

Courier			
	2024	2023	2022
Total Incoming	124	117	132
Total Outgoing	150	154	133
Total	274	271	265

Collection			
	2024	2023	2022

MAY 2024 USAGE & CIRCULATION STATISTICS

Resident	4,779	3,936	3,252		Items Added	308	558	492
Non-Resident	258	220	182		Items Deleted	348	120	226
Mount Marty	24	19	9		Total Collection	656	678	718
Teacher	51	46	36					
Yankton County	921	816	723					
Total	6,033	5,037	4,202					
New Cards					Curbside Pick-Ups			
	2024	2023	2022			2024	2023	2022
Resident Adult	61	60	50			4	4	20
Resident Youth (<18)	16	14	12		Food For Fines			
County	13	15	16			2024	2023	2022
County (Households)	9	12	13			98	74	40
Non-resident	17	9	6		Book a Librarian			
Non-resident (households)	9	8	4			2024	2023	2022
Total New Cards	107	98	84		Time (minutes)	40	205	40
Total New Households	18	20	17		Number of Sessions	2	7	2
30 Day Trial Cards					Pass Checkouts			
	2024	2023	2022			2024	2023	2022
In-Town New	1	2	4		State Park Pass	3	2	NA
County -New	0	1	2		Mead Museum Pass	2	2	NA
County-Renewal	1	1	0		Summit Pass	12	1	NA
Nonresident-New	0	0	0		Huether Pass	28	43	NA
Nonresident-Renewal	0	0	0					
Online Signup	8	5	0		Door counters:	East Entrance:	South entrance:	Total:
Total	10	9	6			2,399	5,809	8,208
Social Media Follows								
	2024	2023	2022					
Facebook	3,211							
Instagram	390							
Youtube	91							
Total:	3,692							



Yankton Community Library • June 2024

All Ages—Purple | Adults—Red | Teen 4th-12th—Green | K-5th—Orange | Preschool—Blue *Registration +Fee

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Food for Fines: Cereal	 Beanstack  https://tinyurl.com/mux5tkrp	Summer Hours: Monday-Tuesday: 9 am—8 pm Wednesday-Thursday: 9 am—6 pm Friday-Saturday: 9 am—5 pm Sunday: Closed				1 Craft Swap 9 am—10 am Swappers Only 10 am—5 pm Everyone
2 Closed	3 Closing at 5 pm Party in the Park! (Memorial Park) 4:30—7:30 pm Wildlife Encounters 6 pm	4 Storytime 10:30 am Passport Decorating 2 pm	5 Stay & Play 9 am—11 am Adventure Bag Decorating 2 pm Cemetery Walk 6:30 pm & 8 pm**	6 Storytime @ Pool 10:30 am LEGO Club 2 pm Travel Journal 3:30 pm	7 Board Games 2 pm—4 pm	8 
9 Closed	10 Tim Read (Illustrator) 6 pm 	11 Storytime 10:30 am Lantern Craft 2 pm Seed Library 2 pm & 6 pm	12 Stay & Play 9 am—11 am Edible Campfire & Smokey Bear Visit 2 pm Library Board Meeting 5:30 pm	13 Storytime @ Pool 10:30 am LEGO Club 2 pm Campfire Cupcakes* 3:30 pm Great Yankton Challenge 6 pm**	14 Movie: Camp Rock 2 pm	15 Friends of the Library Book Sale 9 am—1 pm Therapeutic Writing Group 10 am
16 Closed	17 Zoo Man (Reptiles) 10:30 am	18 Storytime 10:30 am Lightning Bug Craft 2 pm Adventures in Quilting 6 pm**	19 Stay & Play 9 am—11 am Juneteenth Speaker: Terry Liggins 10 am Animal Yoga 2 pm	20 Storytime @ Pool 10:30 am LEGO Club 2 pm Dragon Eye Craft 3:30 pm	21 Video Game Club: Pokemon 2 pm—4 pm	22 Movie: The Barkley Marathons 10 am
23 Closed 30	24 Jeff Quinn (Magician) 6 pm	25 Storytime 10:30 am Travel Trailer Craft 2 pm SD Day Trips 6:30 pm	26 Stay & Play 9 am—11 am MNRR Kayak Relay Games 2 pm	27 Storytime @ Pool 10:30 am LEGO Club 2 pm MNRR Kayak Clinic* 3:30 pm (Lake Yankton)	28 Learn to Play: Dice Games 2 pm—4 pm	29 

Yankton Community Library • July 2024

All Ages—Purple | Adults—Red | Teen 4th-12th—Green | K-5th—Orange | Preschool—Blue *Registration +Fee

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30 Closed	1 Family LEGO Challenge 5 pm—7 pm	2 Storytime 10:30 am Author Visit: Trent Prezler 12 pm	3 Stay & Play 9 am—11 am Closing at 5 pm	4 Closed in observance of Independence Day	5 Movie: Homeward Bound 2 pm	6 
7  Closed	8 Omaha Children's Museum (Space Program) 10:30 am	9 Storytime 10:30 am Hot Air Balloon Craft 2 pm Seed Library 2 pm & 6 pm	10 Stay & Play 9 am—11 am Paper Airplanes 2 pm Library Board Meeting 5:30 pm	11 Storytime @ Pool 10:30 am LEGO Club 2 pm Book Page Balloons 3:30 pm	12 Board Games 2 pm—4 pm	13 Friends of the Library Book Sale 9 am—1 pm
14 Sean Gaskell (G.A.R. Hall) 4 pm Closed	15 Duke Otherwise (Musician) 6 pm	16 Storytime 10:30 am Treasure Hunting: Geocaching 101 5:30 pm	17 Stay & Play 9 am—11 am Creating Geocaches 2 pm	18 Storytime @ Pool 10:30 am LEGO Club 2 pm Code Talker Scavenger Hunt 3:30 pm	19 Video Game Club: Among Us 2 pm—4 pm	20 Adult Field Trip: Niobrara, NE 10 am* Therapeutic Writing Group 10 am
21 Closed	22 Bike Ride 5:30 pm (Meet @ library) Omaha Street Percussion (Riverside Park) 6 pm	23 Storytime 10:30 am Summer Adventure Craft 2 pm Paper Petals 6 pm**	24 Stay & Play 9 am—11 am Craft Buffet 2 pm	25 Storytime @ Pool 10:30 am LEGO Club 2 pm Stained Glass Craft 3:30 pm	26 Learn to Play: Card Games 2 pm—4 pm Appetizers Around the World** 6 pm	27 Movie: The Walk 10 am
28 Closed	29 Closing at 5 pm Party in the Park! (Riverside Park) 4:30 pm—7:30 pm Real Reptiles 6 pm	30 	31 Stay & Play 9 am—11 am Last day to log reading on Beanstack!	1 Last day to turn in passports / bucket lists for a chance to win prizes.	2 	Food for Fines: Pasta

Web Site Policy

The library director is the author of the web site with the City IT department head as its web master. The YCL web site is considered to be an extension of the library for people doing research as well as a marketing device advertising the library's programs and services. As such, information must be clearly written and up-to-date.

All of the bibliographic and information databases available within the library are available through the web site. Current library board and task force reports will be posted and old reports will be archived on the site.

The principles of website development apply: simple construction, quick loading, minimal graphics, and informative hotlinks. All hyperlinks included in the site must pass the "purpose" test as well as be reflective of current collection development policies: up-to-date, objective, representative of all sides of an issue as much as possible, authoritative. Links will be checked and updated on an ongoing basis.

Yankton Community Library Marketing and Communications Plan

Updated by the Yankton Community Library Board of Trustees on October 13, 2021

Introduction

The Yankton Community Library (YCL) seeks to raise awareness of the critical role YCL serves through upholding the public's freedom of access to information by providing a dynamic collection in a variety of formats and technologies, and responding to the needs of the community through timely services and programs in Yankton through a strategically planned and executed marketing effort. This marketing and communications plan will serve as a guide to the Library staff for communicating the tenets of our strategic plan to a variety of community stakeholders.

While the Library has been steadfast in its marketing efforts for a number of years, we know that marketing and communication of library services and programs will continue to have significant implications as we continue to outgrow our current space. Raising the profile of the organization among key decision makers will be crucial to the success of any eventual funding opportunities.

Objectives

- Further emphasize ~~Establish~~ the Library's "brand identity" with a logo and slogan (Books are just the beginning) to raise awareness, generate enthusiasm, and create visibility for the library's programs and services.
- Communicate the importance of the Library as a critical component of continued growth and quality of life in Yankton and in supporting the city's mission to provide exemplary experiences, services & spaces that create opportunities for everyone to learn, engage and thrive.
- Generate enthusiasm about opportunities to serve on volunteer Library groups such as the Board of Trustees, Library Foundation, and the Friends of the Library.
- Gather input about the marketing efforts and their effectiveness from YCL stakeholders and patrons.

Target Audiences

We intend to reach a wide variety of community stakeholders with this plan by targeting the following audiences:

- Citizens of Yankton and Yankton County
- Other City of Yankton departments
- Community Organizations
- Professional Organizations
- Government and elected officials
- Educators and education administrators
- Community business leaders
- Library staff members

- Potential and current library donors and volunteers
- Community members that do not currently use the library

Strategies and Tactics

Utilize a network of media contacts to spread the message about YCL's varied programs and services.

- Craft press releases for each Share information about library programs and new services to be sent to with local newspapers, radio stations, community leaders and organizations, local school districts, and city staff.
- ~~Promote library programs monthly at area radio station shows and newspaper columns.~~
- Communicate activities to organizations with vested interests in Yankton's quality of life such as Yankton Thrive.
- Regular appearances at Yankton City Commission, Yankton County Commission and Yankton School Board meetings to share library updates and information.
- Share marketing materials and information with specific locations to target specific audiences (i.e. local Moms of Preschoolers group and pediatricians' offices about story time information)

Participate in grassroots outreach to market the Library through existing and new community partnerships.

- Hold quarterly outreach events in places with high visibility such as school open houses and conferences, The senior citizen Center, downtown businesses, and more.
- Approach community organizations such as PEO groups, Interchange, Rotary, and more about the opportunity to speak to their groups about what the modern Yankton Community Library looks like.
- ~~Work with the City Events Coordinator on~~ Seek out opportunities within the community for the Library to raise awareness, generate enthusiasm, and create visibility. (i.e. Riverboat Days, Market at the Meridian)
- Partnering with local organizations to provide events such as story times, cultural activities, and arts events to reach new potential library users and other community members.

Continue to enhance and build upon the social media successes of the Library while continually evaluating new and existing platforms.

- Create a cohesive identity for all of the Library's social media platforms by using consistent branding.
- Make sure information and direction to the Library's website are clear and easy to find on each of the Library's social media platforms.
- Publicize each program and new service from the Library on each platform in the way that has the highest reach for the lowest staff investment, for example, Facebook events.
- Build the number of local followers on our social media accounts by posting interesting, multimedia content.

- Regularly monitor all platforms and answer comments and questions consistently with Library values in mind.
- Continually analyze which platforms are not providing us with a return on staff investment.
- Evaluate emerging platforms to see how they fit the library's marketing mission.

Utilize printed materials to put reminders and visuals in the hands of patrons at the point of contact.

- **Create** printed materials ~~will be created~~ for each Library program ~~in some way~~. These materials may include, but are not limited to: calendars, posters, bookmarks, handouts, and postcards.
- **Make** printed materials ~~will be~~ available at the Library and, when possible, local schools, businesses, and organizations.

Utilize electronic media to publicize Library events to those we are not reaching within our four walls.

- Publicize Library events through electronic channels which may include, but are not limited to: the Library website and calendar, local community online calendars, the City Commission's bi-weekly memo, and the Library's online catalog.

Utilize volunteer groups such as the Library Board of Trustees, Library Foundation, and Friends of the Library to communicate Library events and programs through word of mouth.

- The Library understands that the most persuasive marketing efforts are still word of mouth from trusted family and friends. As such, we will strive to keep our volunteer groups updated on Library activities in order to utilize their community reach as word of mouth marketers.

Roles and Responsibilities

As the Library has limited staff and does not have a dedicated communications or public relations team, the lead staff member on each project will be responsible for carrying out the above strategies and tactics. To encourage a unified message, the Library Director will be responsible for approving all marketing and communications materials, as well as being the primary spokesperson for the Library within the community. The Library staff and the Library Board of Trustees will be secondary spokespersons.

Evaluation

The Library will **use information gathered from the survey done during the feasibility study conducted in 2024 participate in the City of Yankton's community survey** in order to gather feedback about marketing and communications efforts that may or may not be working. Additionally, we will provide short surveys following programs and activities that include questions about how participants heard about the events in order to better direct our efforts in the future. An increase in the number of library patrons, program

attendees, positive social media mentions, and positive community talk about the Library can all be seen as measures of marketing and communications success.