

**Carnegie-Stout Public Library
Board of Trustees
Meeting Minutes of September 26, 2013**

The Board of Trustees of the Carnegie-Stout Public Library (C-SPL) met in the Lacy Board Room at 4:00 p.m. on Thursday, September 26, 2013.

Present: President Mike Willis; Board Secretary Frederick Miller; Trustee Daniel Boice; Trustee Diann Guns; Trustee John Anderson-Bricker; Library Director Susan Henricks; Recorder Denette Kellogg, and Secretary Jennifer Long

Excused: Vice President Jenny Weiss and Trustee Paula Connors

1. President Mike Willis called the meeting to order at 4:02 p.m. and the agenda was adopted.

"Moved to adopt the meeting agenda of Thursday, September 26, 2013."

Motion: Boice
Second: Anderson-Bricker
Vote: Aye - 5; Nay - 0

2. Approval of Library Board of Trustees' Minutes of Thursday, August 22, 2013.

"Moved to approve the Board minutes of Thursday, August 22, 2013."

Motion: Guns
Second: Boice
Vote: Aye - 5; Nay - 0

3. Board President's Report:

- A. Communication with Dubuque City Council for August 2013.

"Moved to receive and file the Communication with the Dubuque City Council from Thursday, August 2013."

Motion: Guns
Second: Anderson-Bricker
Vote: Aye - 5; Nay - 0

4. Motion to Receive and File Informational Items:

A. Library Director's Report Summary and Update: Henricks provided a written summary on the following topics to the Library Board with additional comments:

- 1) Library Financial Report Fiscal Year (FY 14) – Henricks reported that 17 percent of the fiscal year has lapsed with expenditures at 16 percent and revenue income at 21 percent of projections. The dates for the FY 15 budget process have been set and are as follows:

Capital Improvement Program (CIP) - Monday, October 28, 2013, 8:30 a.m. - City Hall, Conference Room B
Operating Budget and Improvement Package Requests – Tuesday, November 5, 2013, 11:00 a.m. – City Hall, Conference Room B

Henricks stated she will have a copy of the budget for the Board's review at the October 24, 2013, meeting. Henricks requested that anyone wishing to attend the budget hearings let her know so that she could update them if the schedules change.

- 2) Library Use Statistics – Henricks reported that Library check-outs were down four percent compared to August of last year; however, the number of visits was up four percent which is a better way to track overall library use as many people use the library but do not check out materials. Access to the library's wireless has increased 28 percent over last year. Henricks reported that circulations to Dubuque residents were up just over five percent year-to-date compared to last year. Downloadable media continues to increase measuring a 22 percent increase over last year. The library's digital collection now includes one source for e-books, music, and magazines, two sources for e-audio books, and 18 databases and sources for proprietary information.

Through a grant award from IBM, the library has purchased an Apple TV and accessories. The librarians plan to use the equipment to teach people how to use an iPad and other technologies.

- 3) Facility Update – Henricks reported that the new exterior signs have been installed. As the limestone ages and is exposed to

various climates it will blend in more with the building. Henricks stated that Lange Sign Group still has some finish work to do. Henricks also noted that the replacement of the stairs, light fixtures, and rails should be completed by October 3, 2013.

- 4) Marketing Update – Henricks reported that the Geek the Library campaign continues to gain momentum with the posters generating the most excitement as the first run was printed and are being delivered. Some businesses are linking the digital image to their websites and some are incorporating the theme further into their business, such as the Julien Inn – Riverboat Lounge featuring a “Geek” drink and Chocolaterie Stam creating a “Geek” gelato. Henricks reported that the Information Technology (IT) staff has updated the website and the commercial can be viewed there and will air 220 times in the next three months on cable television. The static billboard, located on the Northwest Arterial near McDonalds, is up and a digital billboard, located somewhere in the area of JFK Road and Dodge Street, will feature some of our local citizens who are participating in the campaign.

Henricks reported that the Books for Babies program officially launched and the press release was turned into a news item. The challenge now will be to find grant funds to continue this program which is estimated at \$8,000 annually.

- 5) Library Services Advisory Committee (LSAC) Update – Henricks reported that three focus groups have met and the attendance average is ten people per session; however, the facilitator is able to work with 20 to 25 attendees. Henricks asked the Board to encourage attendance of these meetings among their colleagues, friends, and family.
- 6) Art Subcommittee – Henricks reported that the Art Subcommittee met and Art @ Your Library® shows are now set for 2014 with two scheduled for 2015. Gail Chavenelle, chair of the Art Subcommittee, is working to enhance the Art @ Your Library® website.
- 7) New Strategic Plan – Henricks reported that the Planning Committee met on September 6, 2013, and reviewed current Dubuque demographics, how the library has been used and is currently being used, service responses as moves to meet community needs, and staff choices. The committee will meet

again on September 30, 2013, to discuss the service responses in greater detail. The library staff will brainstorm some of the service responses during the annual staff development day and provide ideas on how goals could be implemented. The committee will then meet again and make choices, which will take the form of a recommendation to the entire board at an upcoming meeting. The goal is to have a long-range plan in place by the end of the calendar year since we were accredited without one in place and given a waiver until the end of the year to submit a copy to the State Library.

The Board discussed issues that will need to be addressed in the future, specifically west side service and the possibility of pursuing a library levy.

- 8) Personnel Update – Henricks reported that Technical Services Supervisor, Deb Fliegel is retiring and her last day is Friday, September 27. Henricks presented the Board with her plan to fill the open position by restructuring some job positions. Deb Stephenson would replace Fliegel, take over the staffing of the two second floor kiosks, and take classes on cataloguing. The current Assistant Circulation Supervisor would become the Circulation Supervisor with half the staff to supervise so it would free the money designated to his position which would allow the current IT part-time employee to become full-time and then advertise for a part-time Library Assistant in public service. Some other services would need to be shuffled around and reorganized to better meet the library's needs. Anderson-Bricker asked if a professional degree position would be lost and cause a problem in the future. Henricks stated that the position would be maintained as requiring a professional degree.

Guns questioned if this plan was presented to City Personnel. Henricks responded that it was sent to the City Manager.

- 9) Library Effectiveness Study: Henricks summarized the results of the Library Effectiveness Study that she conducted earlier this year. The survey was issued to Library Staff, the Library Board of Trustees, Library Foundation, and the public. The responses from the public indicate they want a convenient location where they feel safe, convenient hours, and once in the library they want fast service from approachable staff that is free, without censorship and to feel satisfied with their overall experience.

B. Library Comment Cards - The Library Board reviewed the comment card received and concurred with the response.

"Moved to receive and file the informational update from the Library Director on the Library Financial Report, Library Use Statistics, Facility Update, Marketing Update, Library Services Advisory Commission Update, Art Subcommittee, New Strategic Plan, Personnel Update, Library Effectiveness Study – Research Results, and Library Comment Card."

*Motion: Guns
Second: Boice
Vote: Aye – 5; Nay – 0*

5. Communication/Public Comment: Henricks reminded the Board of the Art @ Your Library® show opening on Friday, October 4, 2013, in conjunction with "Fall into Art" from 5:00 p.m. to 10:00 p.m.

6. Library Board Adjournment - The Board adjourned at 5:03 p.m.

"Motion to adjourn."

*Motion: Guns
Second: Anderson-Bricker
Vote: Aye – 5; Nay – 0*

Frederick K. Miller
Frederick K. Miller, Board Secretary