

**Carnegie-Stout Public Library
Board of Trustees
Meeting Minutes of August 27, 2015**

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, August 27, 2015.

Present: President Jenny Weiss; Board Vice President Patty Poggemiller; Secretary Angela Allred; Trustee Paula Connors; Trustee Pat Maddux; Trustee Mike Willis; Director Susan Henricks, and Recorder Denette Kellogg.

Excused: Trustee Jon Trotter

Public Present: Natalie Johansen Murray and Kathleen Herber, Tag Communications Inc., 1135 Main Street, Dubuque Iowa

1. President Jenny Weiss called the meeting to order at 4:04 p.m.

"Moved to adopt the meeting agenda of Thursday, August 27, 2015."

Motion: Connors

Second: Willis

Vote: Aye – 6; Nay – 0

Natalie Johansen Murray and Kathleen Herber from Tag Communications provided a marketing presentation to the Trustees. The Trustees completed a standardized rating form, which was then added to the four other marketing firms that were interviewed at the Board work session held August 18, 2015.

Murray and Herber exited the meeting at 4:30 p.m.

2. Approval of Library Board of Trustees' Meeting Minutes of July 23, 2015 and Work Session Minutes of August 18, 2015.

"Moved to approve the Board Minutes of Thursday, July 23, 2015 and Board Work Session Minutes of the August 18, 2015."

Motion: Willis

Second: Connors

Vote: Aye – 6; Nay – 0

3. Board President's Report – Weiss reported on the Board nomination and recommendation at the July 2015 Board meeting for Trustee Patty Poggemiller to move into the Library Board Vice President position. Poggemiller accepted the nomination of Board Vice President for the coming year.

- A. Review of Tentative Board Meeting Dates through August 2016 – The Trustees reviewed the proposed tentative dates for Board meetings through August 2016, which typically meet the fourth Thursday of each month. Due to the Christmas holiday, the Trustees agreed to hold their December meeting on December 17, 2015 with the holiday gathering for the Trustees, Library Foundation, Friends of the Library, Library volunteers and staff prior to the meeting.
- B. Communication with Dubuque City Council for July, 2015.

"Moved to receive and file both the Tentative Library Board of Trustees' meeting dates through August 2016 and the Communication with the Dubuque City Council from Thursday, July 23, 2015."

*Motion: Allred
Second: Willis
Vote: Aye – 6; Nay – 0*

4. Motion to Receive and File Informational Items:

- A. Library Director's Report Summary and Update – Henricks reported on the City's review of the City Ordinance pertaining to the Library and of the Library Board of Trustees. She has forwarded her comments in response to the proposed changes to the City Attorney. Henricks will keep the Trustees informed of the suggested changes for their review when received. Henricks provided a written summary on the following topics to the Library Board with additional comments:
 - 1) Library Financial Report Fiscal Year 2016 (FY16) – Henricks reported that the operations budget for Fiscal Year 2016 is \$3,142,417.12. This is 4.8% lower than the Fiscal Year 2015 budget. The close of July represents 8% of the fiscal year lapsing and expenditures are at 8% of the total budget. Revenue collected is at 6% of projections. The Board reviewed the Gift Trusts report. Henricks noted that the City reported that there was no interest in the month of July. Henricks reported the report reflects closing the Molitore, McClean, Hoffmann, and Renovation gift trusts that were at a zero balance per Board direction.
 - 2) Library Use Statistics – Henricks reported that Library use in July decreased compared to July, 2014. Circulations to Dubuque residents were down about 4%. Check outs to Open Access patrons decreased nearly 11%, which was expected. Digital material check out continues to grow and represents a near 30% increase over the same time last year. Total library registrations

are up 9% compared to the same time last year and this was after deleting accounts that became inactive. Henricks reported that the note about monitoring the gate count will be removed as it referred to FY-15 problems with the gates that were occurring. The Board discussed the drop in overall use by patrons. Henricks reported that during the renovation all library use peaked. Although down, Library use statistics still reflect a higher use than before the renovation. The Board suggested that the marketing firm that is hired will be looking at usage statistics and offering options for marketing library services to increase use.

- 3) Multicultural Family Center (MFC) Update – Henricks reported that the Operations Committee of the Board met with City Staff and MFC Staff to discuss Library IT support to the MFC by selecting hardware for the MFC and providing Internet Access. Henricks reported on a recommendation from the Operations Committee and referred discussion to the action item 5.D. as listed on the agenda for further action.
- B. Library Comment Cards Received – The Board reviewed the comment cards received and concurred with the responses. Henricks reviewed the process of how patron electronic comments are received and routed.

"Moved to receive and file the informational update from the Library Director including the Library Financial Report FY16, Library Use Statistics, Multicultural Family Center Update, and three Library Comment Cards."

*Motion: Connors
Second: Willis
Vote: Aye – 6; Nay – 0*

5. Action Items:

- A. Equipment Loan Policy – Henricks reported on the new Equipment Loan Policy that will address loaning various library equipment to patrons and organizations. Weiss had additional suggested revisions and read the amended policy for consideration, including a provision statement for late fees.

"Moved to adopt the Equipment Loan Policy as amended by Weiss."

*Motion: Poggemiller
Second: Willis*

Vote: Aye – 6; Nay – 0

B. Multicultural Family Center (MFC) Memorandum of Understanding (MOU) – Weiss reported that the Board Operations Committee met earlier this week with Chris Kohlmann, City Information Services Manager, Sarah Peterson, Interim-MFC Director, and two Board members. Weiss reported on a productive meeting that resulted in a revised MOU that the Operations Committee is recommending for Board approval. Poggemiller expressed concern regarding the commitment of Library staff time. Henricks reported that the City staff will continue to be the first line of support and the Library will be responsible for the hardware maintenance, replacement selection, and Internet access. The budget for the MFC's computers and software will continue to be separate with no impact on the Library's budget. Henricks noted the six month review by the Library Board of the services provided by the Library per the terms of the MOU. Allred noted a typo in the first sentence of paragraph two on page two and Weiss acknowledged that this would be corrected.

"Moved to approve the Memorandum of Understanding (MOU) Technology Support and Acquisition of Technology at the City of Dubuque Multicultural Family Center for a period of six months."

*Motion: Connors
Second: Poggemiller
Vote: Aye – 6; Nay – 0*

C. New City Policy – The Trustees discussed a request by City Personnel to provide information related to a new policy to check the credit history of employees. Several Board members reported their objection to making this a Library policy and requested that City Personnel Manager Randy Peck attend the next Board meeting to answer questions that have arisen. The Board agreed to table the discussion until the September 2015 Board meeting.

"Moved to table."

*Motion: Connors
Second: Willis
Vote: Aye – 6; Nay – 0*

D. Marketing Agency Selection - The Board discussed the presentations from five local marketing firms: The Buzz Creative Group, McCullough Creative, Inc., Plaid Swan, Re:Think Marketing, and Tag

Communications. The Board agreed to focus on marketing library services now and to review the need for a referendum at a later date. The Board held a discussion reviewing the five firms score summary from the standardized rating forms along with the pros and cons of each firm. After continued discussion, the Board agreed to contract with McCullough Creative, Inc. to assist in a marketing campaign intended to raise awareness of what the library offers. The Board agreed to start with the first stage of the campaign, Plan Development stage, reviewing again when this phase is completed.

"Moved to move forward with the marketing campaign intended to raise awareness of what the library offers with funding of the campaign from the Robert Maher Trust; and, to hire McCullough Creative, Inc. to provide marketing services for the first stage of the marketing campaign."

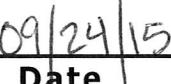
*Motion: Willis
Second: Maddux
Vote: Aye - 6; Nay - 0*

6. Library Board Adjournment - The Board adjourned at 6:26 p.m.

"Motion to adjourn."

*Motion: Connors
Second: Willis
Vote: Aye - 6; Nay - 0*


Angela Allred, Board Secretary


Date