

**Carnegie-Stout Public Library  
Board of Trustees  
Meeting Minutes of December 17, 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, December 17, 2015.

*Present:* Board Vice President Patty Poggemiller; Secretary Angela Allred; Trustee Paula Connors; Trustee Pat Maddux; Trustee Jon Trotter; Director Susan Henricks, and Recorder Denette Kellogg.

*Excused:* President Jenny Weiss and Trustee Mike Willis

1. Board Vice President Patty Poggemiller called the meeting to order at 4:08 p.m.

*"Moved to adopt the meeting agenda of Thursday, December 17, 2015."*

*Motion:* Connors  
*Second:* Trotter  
*Vote:* Aye – 5; Nay – 0

2. Approval of Library Board of Trustees' Meeting Minutes of November 19, 2015.

*"Moved to approve the Board Minutes of Thursday, November 19, 2015."*

*Motion:* Connors  
*Second:* Trotter  
*Vote:* Aye – 5; Nay – 0

3. Board President's Report – Poggemiller reviewed the Communication with Dubuque City Council for November, 2015.

*"Moved to receive and file the Communication with the Dubuque City Council from Thursday, November 19, 2015."*

*Motion:* Connors  
*Second:* Trotter  
*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 2016 (FY16) – The Board reviewed the operational revenue and expenditure reports and the Gift Trusts report. Henricks reported that November saw 42% of the fiscal year lapse. Approximately 41% of the budget was expended and revenue collected is at 49% of projections. The Circulation Services Activity shows 63% of its budget expended and the shortage is in the part-time staff line, which reflects only an 18% balance left for the fiscal year. We believe this has to do with the shared funding solution (city and gift trust funds) for the restoration of hours that may not be completed. Actual expenditures for staffing in Circulation should be under budget because there have been staff shortages since the beginning of FY 2016 due to resignations. We also believe that the salaries of some employees were erroneously placed in the Technical Services Activity as this budget demonstrates the part-time salary line as only expending 18% of its funds.

Henricks reported that the Library's budget meeting with City Staff has been rescheduled to December 22, 2015 in the City Manager's office.

- 2) Library Use Statistics – Henricks reported that November checkouts show a 3% decrease compared to November of last year. This decrease can be attributed to materials cataloged as adult. Circulation to Open Access patrons is down 7% and 2% to Dubuque card holders.

Volunteers have been scheduled to monitor the gate counts and will begin the week of December 14.

Henricks reported that the ongoing scheduled inspections of the Library for bed bugs have found the Library clear of these pests.

- 3) Maker Space Update – Henricks provided a summary of the possible grant funding sources for the Maker Space project. The Library Foundation pledged \$45,000 to fund the library's maker space project at their meeting on December 10, 2015. The Board thanked the Library Foundation for its support and funding pledge for this project. Henricks noted the Library Foundation gift represents 28% of the total cost of the project and a significant investment in the library's future. This, with the pledge from the Friends of the Library, has secured 31% of the cost. The Foundation also agreed to support a grant to the Dubuque Racing Association (DRA) in early 2016 that will be written for the furniture in the space

- 4) Parking Update – Henricks reported her continued review and research for ideas to remove hindrances associated with parking. One change has been implemented this week. Parking meters around the Library that were previously one or two-hour meters have been upgraded to four-hour meters. Often people come into the library for a meeting or program and need to watch the clock. A four-hour meter may help relieve this concern for some. Additional discussions and work will take place on the topic of parking.
- 5) Future Topics for Discussion – Henricks provided a summary of future topics for the Board's review.

B. Library Comment Cards Received – Henricks reported on one letter received from an anonymous patron. The Board reviewed the letter and comments cards received and concurred with the responses.

*"Moved to receive and file the informational update from the Library Director including the Library Financial Report FY-16, Library Use Statistics, Maker Space Update, Parking Update, and the Library Comment Cards."*

*Motion: Connors  
Second: Trotter  
Vote: Aye – 5; Nay – 0*

## 5. Action Items:

- A. Review of Library Policies – Henricks reported that Library policies are reviewed by the Library Board every three years and then provided a summary of three policies for review by the library Board at this meeting as follows:
  - 1) Children Unaccompanied by Adults Policy – Henricks recommended no changes to this policy is recommended at this time.

*"Moved to approve the review of the Children Unaccompanied by Adults policy."*

*Motion: Connors  
Second: Trotter  
Vote: Aye – 5; Nay – 0*

2) Social Media Policy – Henricks reported that this policy refers to patrons' use of the Library's social media.

*"Moved to approve the review of the Social Media Policy."*

*Motion: Trotter*  
*Second: Allred*  
*Vote: Aye – 5; Nay – 0*

3) Bulletin Board, Leaflet, and Exhibit Policy

*"Moved to approve the review of the Bulletin Board, Leaflet, and Exhibit Policy."*

*Motion: Connors*  
*Second: Maddux*  
*Vote: Aye – 5; Nay – 0*

B. Loan of the Library's Grant Wood "Appraisal" Artwork – The Board reviewed the request from Brandywine River Museum of Art in Chadds Ford, Pennsylvania, requesting the loan of the Library's artwork "Appraisal" by Grant Wood from October, 2016 through May, 2017. The artwork will travel to the High Museum of Art in Atlanta as part of the loan agreement. Henricks reported that Board member Willis is in favor of the loan recommendation.

The Board discussed the responsibility and amount of insurance on the artwork. Henricks reported that the Dubuque Museum of Art, where the "Appraisal" is currently on loan, does recommend the loan with the conditions as provided in the recommendation and in Library's Procedure for Loan of Works to Other Museums that provides for full insurance protection and for the Library-owned artwork.

*"Moved to approve the request to loan the Library owned artwork "Appraisal" by Grant Wood to the Brandywine River Museum of Art in Chadds Ford, Pennsylvania with the conditions as stated in the recommendation in the procedures."*

*Motion: Connors*  
*Second: Maddux*  
*Vote: Aye – 5; Nay - 0*

C. Public Library Association (PLA) Conference Library Association Request – The Board reviewed the \$1,725.00 request for the Library

Director to attend the PLA Conference in April, 2016. The travel/conference expenditures budget lines remain frozen this fiscal year. Connors recommended the Board approve this one-time expenditure from the General Gift Trust for Henricks to attend this conference to provide increased knowledge and ideas that will benefit the Library.

*"Moved to approve the expenditure up to \$2,000.00 from the General Gift Trust for the Library Director to attend the PLA Conference in April 2016."*

*Motion: Connors  
Second: Trotter  
Vote: Aye - 5; Nay - 0*

Henricks thanked the Board for the opportunity to attend this conference.

D. McCullough Creative Marketing Plan Proposal – Henricks reviewed her eleven recommendations for the expenditures for the targeted marketing plan implementation. Henricks reported that the Library will own all designs by McCullough Creative. The Board reviewed the recommendations and held discussion. Allred suggested that “dressing up” and marketing the offsite Kiosks may prove to be a wise investment, and the Board supported this idea. Henricks provided additional information regarding the cost of the digital billboards, the Chamber of Commerce e-Blasts and noted the print ad content design does not include placement of the print ads.

The Board requested that tools be used to measure the effectiveness in specific areas of the plan. Henricks reported she would ask McCullough Creative to provide detail on which measurement tools they will use and report back to the Board with this information. Henricks reported that some feedback statistics will be easily measured, while a community survey will most likely be needed for some others.

Henricks reported that the total recommendation of \$50,000 is estimated based on the higher end of the ranges provided in the estimate from McCullough Creative.

*"Moved to approve up to \$50,000 from Maher Trust Fund with the balance from the General Gift Trust Fund for the funding of the targeted marketing campaign implementation as submitted, giving the*

*Library Director approval to reallocate funds left over as outlined in the marketing plan."*

*Motion: Trotter  
Second: Connors  
Vote: Aye - 5; Nay - 0*

The Board members expressed their enthusiasm for the upcoming marketing campaign.

6. Communications/Public Comment:

- Henricks reported that the Library will enroll or renew memberships for Library Trustees in the Iowa Library Association. Henricks reported that the annual conference is scheduled for October of 2016 in Dubuque and encouraged the Board to attend.
- Henricks reported on questions from the City Manager in regard to Library funds and control of these funds. Henricks provided some detailed examples of budget lines being reviewed. The Board agreed for Henricks to contact the City Attorney for his opinion and requested to be kept updated on this matter as well as the City Ordinance revisions that have been proposed.
- The Board noted its thanks for the successful planning of the holiday gathering for Staff, Volunteers, Library Foundation and Friends of the Library held today.

7. Library Board Adjournment - The Board adjourned at 5:33 p.m.

*"Motion to adjourn."*

*Motion: Connors  
Second: Trotter  
Vote: Aye - 5; Nay - 0*

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*Angela Allred, Board Secretary* *01/28/16*  
**Date**