

**Carnegie-Stout Public Library
Board of Trustees
Meeting Minutes of March 24, 2016**

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, March 24, 2016.

Present: President Jenny Weiss; Board Vice President Patty Poggemiller; Secretary Angela Allred (arrived 4:07 p.m.); Trustee Pat Maddux; Trustee Jon Trotter; Trustee Mike Willis; Director Susan Henricks, and Recorder Denette Kellogg.

Excused: Trustee Paula Connors

Public Present: Alisha Yager, Reporter, Dubuque Telegraph Herald

1. Board President Jenny Weiss called the meeting to order at 4:03 p.m.

"Moved to adopt the meeting agenda of Thursday, March 24, 2016."

Motion: Poggemiller
Second: Willis
Vote: Aye – 5; Nay – 0

2. Approval of Library Board of Trustees' Meeting Minutes of February 25, 2016.

"Moved to approve the Board Minutes of Thursday, February 25, 2016."

Motion: Willis
Second: Maddux
Vote: Aye – 5; Nay – 0

3. Board President's Report – Weiss reviewed the Communication with Dubuque City Council for February, 2016.

"Moved to receive and file the Communication with the Dubuque City Council from Thursday, February, 2016."

Motion: Poggemiller
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, expenditure reports, and the Gift Trusts report. Henricks reported that February marked 67% of the fiscal year lapsing with expenditures at 61%. Revenue is at 70% of projections.

The Fiscal Year 2017 operating budget was approved by the City Council on Monday, March 14, 2016. One change was made to the budget pertaining to Internet funding, which was reduced due to negotiations with a different provider negotiated by the City Information Services Department. The Library will qualify for a lower cost as well as having access to higher bandwidth in the future. A commitment for 10 years includes the doubling of capacity every few years.

- 2) Library Use Statistics – Henricks reported that check-outs to Dubuque residents is down 1.3% compared year-to-date to last fiscal year and Open Access transactions are down nearly 8% during this same time. The digital collection checkouts (eBooks, eAudio, music, etc.) are up 31% compared to the same time last year.

Henricks provided an update on the security gates patron counter issue. The counter was repaired about one month ago, and it appears now that the gates may be over-reporting the exit count. Manual tallies by volunteers will continue and will help confirm any ongoing issues to make adjustments. Henricks reported she will talk with the vendor, Tech Logic, Inc., in person at the Public Library Association (PLA) conference that she is attending next week.

Henricks provided follow up to a past discussion regarding the number of items patrons are allowed to check out, which is currently up to 100 items. Henricks summarized check out limits for other Iowa peer libraries ranging from 50 per card to no limit. Reports were also completed to determine who is not returning items to the Library. Of the items not being returned to the Library, 84.5% belong to new patron accounts. Henricks reported that limits for new patrons are currently three items per card for their first 90 days.

- 3) **Maker Space Update** - Henricks reported that Selser Schaefer Architects are nearing a final draft, provided to the Board via e-mail, for the proposed Maker Space. Fundraising efforts continue for the project with 52% of the cost currently raised to date. Submission of a grant application to the Roy J. Carver Charitable Trust is being done and if successful, will bring the total fundraising efforts to 73% of the total cost.
- 4) **Marketing Update** – Henricks provided an update on the marketing campaign reporting that the Library van has been wrapped, a Chamber eBlast was sent, and billboards are set for the year. Components of the plan being worked on now are social media and getting some of the slogans in a format that we can use in print media. The Library is scheduled for a two-month feature of a digital banner on the website of the TH with plans to have this coincide with the Maker Space project. Discussion was held on how to implement some of marketing ideas on the Library's website to include the launching of the Maker Space.
- 5) **Library Hours** – Henricks reported on the restoration of hours to 64 effective July 1, 2016 and provided details of both hours and use since 2013 for the Board review, along with hour options that supervisors helped to identify. The Board reviewed the five options and discussed their preferences as follows:
 - Add the three hours to Thursday mornings, opening at 9:00 a.m. as the Library does Monday through Wednesday now. Result is consistency of hours: Monday – Thursday 9:00 – 8:00; Friday-Saturday 9:00 – 5:00 and Sundays 1:00 – 5:00.
 - Add Sunday hours year round, 1:00 – 5:00. Result is that Sundays are traditionally the busiest day of the week.
 - Change Monday – Thursday 10:00 – 8:00; Friday – Sunday 10:00 – 6:00. Result is adding more consistent weekend hours, while taking away some weekday morning hours.

The Board agreed to a survey providing the options to the public for feedback prior to making a final decision on hours. Along with paper and web page surveys, the Board suggested if possible, survey links be promoted on receipts patrons receive from checkout and possibly banner ads in the Telegraph Herald. Henricks will investigate these possibilities as well, and reported a press release will also be done to help promote survey feedback from the public.

- 6) Purchasing Policy Update - Henricks reported that she is scheduled to meet with the Assistant Budget Director and City Finance Staff on March 30, 2016 regarding a purchasing policy. The Board agreed to discussing this policy at a future meeting as well as revisions to the City Ordinance.

- B. Library Comment Cards Received – The Board reviewed the two comment 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, Marketing Update, Library Hours Review, Purchasing Policy Update and the Library Comment Cards."

Motion: Willis
Second: Maddux
Vote: Aye – 6; Nay – 0

5. Action Items:

- A. Naming Rights for Maker Space – Henricks provided background information for naming rights that took place with the Library renovation project. Naming rights were given for donors from \$25,000 to over \$100,000. Presently, the Library Foundation has donated 27% of the cost and the Henry Family Foundation 6% of the cost. If the Carver grant is awarded this would represent 20% of the cost, and if a private donor contributes this could represent 31% of the total cost. The Board reviewed the possibility of naming rights for a donor for the project and also promoting this possibility for new donors.

"Moved to approve of naming rights for the Maker Space based on a significant donation."

Motion: Poggemiller
Second: Maddux
Vote: Aye – 6; Nay – 0

- B. Parking Lot Proposal – Henricks reported on a proposal to lease the current metered lot across from the Library on Bluff Street to provide free parking for library patrons. The City is stipulating that no operating budget funds could be used for this lease, which would cost the Library over \$14,000 annually. The board reported its ongoing review of the need for parking for library patrons, and discussed several concerns with this proposal including the control or monitoring of spaces making sure vehicles that park in this lot would be using

library services. The Board decided to table this item until the Board is further along in its discussions regarding the strategic plan, which may be influenced by the marketing campaign and a future community survey.

"Moved to table the Parking Lot Proposal until after the Board is further along it its discussions regarding the strategic plan."

Motion: Poggemiller
Second: Allred
Vote: Aye – 6; Nay - 0

6. Communications/Public Comment – Henricks invited the Trustees to attend the upcoming Art @ Your Library® opening reception on Friday, April 1 and the Annual Volunteer Recognition Event scheduled for April 12, 2016.
7. Library Board Adjournment – The Board adjourned at 4:42 p.m.

"Motion to adjourn."

Motion: Trotter
Second: Willis
Vote: Aye – 6; Nay – 0



Angela Allred, Board Secretary

Date

