

ORIGINAL

Carnegie-Stout Public Library
Board of Trustees
Meeting Minutes of August 24, 2017

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 24, 2017.

Present: Board President Patty Poggemiller; Board Vice President Christy Monk; Board Secretary Pat Maddux; Trustee Robert Armstrong; Trustee Greg Gorton; Trustee Pam Mullin; Director Susan Henricks and Recorder Denette Kellogg.

Excused: Trustee Rosemary Kramer

Public Present: Taj Suleyman, Human Rights, City of Dubuque

1. Vice President Patty Poggemiller called the meeting to order at 4:06 p.m. and welcomed new board members Greg Gorton and Pam Mullin.

"Moved to adopt the meeting agenda of August 24, 2017."

Motion: Monk
Second: Armstrong
Vote: Aye – 6; Nay – 0

2. Approval of Library Board of Trustees' Meeting Minutes of Thursday, June 22, 2017."

"Moved to approve the Board Minutes of Thursday, June 22, 2017."

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

3. Board President's Report:

- A. Board Vice President Patty Poggemiller reviewed the Communication with the Dubuque City Council for June 2017.

"Moved to receive and file the Communication with the Dubuque City Council from June, 2017."

Motion: Monk
Second: Gorton
Vote: Aye – 6; Nay – 0

B. Election of Officers & Swearing in of New Board Members:

"Moved to elect Patty Poggemiller as Board President."

Motion: Monk
Second: Maddux
Vote: Aye - 6; Nay - 0

"Moved to elect Christy Monk for Board Vice President."

Motion: Maddux
Second: Gorton
Vote: Aye - 6; Nay - 0

"Moved to elect Pat Maddux for Board Secretary."

Motion: Monk
Second: Armstrong
Vote: Aye - 6; Nay - 0

Poggemiller swore in newly elected Trustees Gorton and Mullin.

C. Library Board Committee Appointments by the Board President
Poggemiller made the following Board Committee Member
appointments:

- 1) Relations Committee – Robert Anderson and Rose Kramer
- 2) Operations Committee – Pat Maddux and Christy Monk
- 3) Planning Committee – Pam Mullin and Greg Gorton
- 4) 28E Agency – Patty Poggemiller
- 5) Art Subcommittee – Pat Maddux
- 6) Library Foundation – Greg Gorton and Patty Poggemiller

4. Motion to Receive and File Informational Items:

A. Library Director's Report Summary and Update:

- 1) Library Financial Report FY 2017 – The Board reviewed the operational revenue and expenditure reports. Henricks reported July represents 8% of the fiscal year lapsing. Expenditures were at 7% and revenue collected was at 7% of projections.

Henricks reported that \$14,386 requested for carry-over in the operating budget was approved. 41% of this amount was for the

American Library Association Conference representing expenses incurred in FY 2017, which did not appear on credit card statements until July. 31% represents materials that were lost and reimbursed by patrons during the last six months of FY 2017. These funds will be restored to the budget for spending in FY 2018. 18% of the carry over represents maintenance projects completed in FY 2017, but invoiced in FY 2018.

The library received a \$15, 057 bequest from Frank J. Honigman estate. The Board requested that the funds be used enhance the Library's digital collection and requested that they receive a report of items purchased. The Board suggested that the family of Mr. Honigman be updated on the use of the funds.

Henricks reported on the Library Foundation approving a project to fund 50 Kindles with eBooks to provide outreach to nursing homes and care facilities.

- 2) Library Use Statistics – Henricks reported July experienced less use compared to July of 2016 with the exception of books cataloged for the adult collection, which remained stable and downloadable materials, which increased 18%. The checkout of youth materials dropped 4% and part of this decrease is attributed to partnerships with two organizations in town. The Dream Center did not partner with the library this summer. St. Mark Youth Enrichment continued the partnership, but the program changed and the numbers were not included with the rest of the summer reading program. A total of 2,414 youth participated in the summer reading program with 56% of children completing the challenge and 55% of teens completing the challenge.

After evaluating the collaborative use service with the County Library District that launched on July 1, 2017 it was found that 9% of the use was by Dubuque residents picking up C-SPL material in Asbury. 18% of the use was by County residents picking up C-SPL materials in Asbury, but the greatest use was by County residents placing holds and picking up materials at C-SPL – 73%.

- 3) Facility Update – Henricks reported that the Capital Improvement Projects (CIPS) for the FY 2019 budget process are due. The Library is submitting the Plaza Project request not funded last year. The project repair of the building's roof under hang from the decorative limestone blocks that fell will most likely be submitted. An estimate provided by an engineer to evaluate and make recommendation for the project is nearly \$13,000.

- 4) Art Update - Henricks provided appraisals on the artworks currently on loan to the Dubuque Museum of Art (DMA). Henricks reported she had to request copies of the appraisals that were completed from four to 13 months ago. This is in conflict with the loan agreement, which stipulates that appraisals be sent to the Library automatically. The contract also states that the Library generates the request for an appraisal. In this case the Library Board was not notified that appraisals were taking place. The Board reviewed the appraisals and expressed concern that they were not provided as stipulated in the loan agreement.
- 5) Board Meeting Tentative Schedule – The Board reviewed the tentative meeting schedule through August of 2018. The Board typically meets on the fourth Thursday of each month. Henricks asked that the October Board meeting be on Thursday, October 19, 2017 and the Board agreed. Several Board members also reported that they were unable to attend the September 28 board meeting dates and the Board agreed to meet on Wednesday, September 27, 2017. Henricks noted that the Board meets a week early in November and December due to holidays. The Board agreed on the tentative dates for the board meeting scheduled through August 2018 as follows:

Wednesday, September 27, 2017
Thursday, October 19, 2017
Thursday, November 16, 2017
Thursday, December 21, 2017
Thursday, January 25, 2018
Thursday, February 22, 2018
Thursday, March 22, 2018
Thursday, April 26, 2018
Thursday, May 24, 2018
Thursday, June 28, 2018
Thursday, July 26, 2018
Thursday, August 23, 2018

- 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, Library Use Statistics, Facility Update, Art Update, Tentative Schedule for Board Meetings and Library Comment Cards."

Motion: Maddux

*Second: Monk
Vote: Aye – 6; Nay – 0*

5. Action Items:

A. Library Expenditures – Henricks provided an itemized report of FY-17 expenditures from June 19 to August 18, 2017 for the Board's review.

"Moved to approve Library expenditures for June 19 to August 18, 2017."

*Motion: Armstrong
Second: Mullin
Vote: Aye – 6; Nay – 0*

B. Marketing Plan – Henricks reported a final draft of the position description for the marketing Coordinator was provided to the Board in July. Henricks reported on another option for the Library's Marketing Plan. She met a person in charge of public relations for a library system in Washington State when she was at the American Library Conference. She described their social media marketing initiative, which was so successful it won a national award that was presented at the conference. The cost of this campaign was \$70,000. The company, Red Rokk Digital Marketing Agency from Bellingham, Washington, is available to visit with the Board about their services.

The Board discussed tasks that the Marketing Coordinator would be doing and that the current brand, "Check It Out" could still be the focus. Mullen suggested a college intern to assist the marketing coordinator. Monk suggested you could start with this program the first year, and then hire the Marketing Coordinator who would follow the plan. The Board agreed they are interested in finding out more about digital marketing campaign and also moving forward with looking at applications for the Marketing Coordinator. If no candidate(s) appear exceptional, the Board will review moving forward with the digital marketing company. The Board agreed to have the marketing agency do a presentation about their services and at the same time review applications of candidates for the position. The Board agreed to table this agenda item until they review applications and learn more about the marketing agency.

"Moved to table move the Marketing Plan."

*Motion: Monk
Second: Maddux*

Vote: Aye – 6; Nay – 0

C. Hirschel & Adler Gallery Agreement for Heade Painting – Poggemiller reviewed the background information about the Library owned Heade paintings. The Martin Johnson Heade painting titled *Crimson Roses* has been for sale for the nearly ten years. The companion piece *White Cherokee Roses* was sold in 2007 for \$375,000. At that time it was believed that *Crimson Roses* would sell anywhere between \$200,000 and \$250,000. Since that time, the market for this style of artwork crashed. The proceeds from these paintings were to go toward the library's renovation capital campaign and the City will ultimately receive the money for *Crimson Roses* when it sells. The current value of the painting is \$90,000.

The Board discussed options to either sell the painting at the lower price, or bring it back to Dubuque where it would hang in the Library and be introduced to the market at some point in the future. The Board agreed to sell the Heade painting and move from the Hirschel & Adler Gallery back into the care and consignment to the Library's agent, James Maroney and the Debra Force Fine Art Gallery in New York.

"Moved to move the Heade painting for consignment to the Debra Force Fine Art Gallery in New York to sale for no less than \$90,000."

*Motion: Maddux
Second: Armstrong
Vote: Aye – 6; Nay – 0*

6. Library Board Adjournment – The Board adjourned at 5:55 p.m.

"Motion to adjourn."

*Motion: Monk
Second: Maddux
Vote: Aye – 6; Nay – 0*


Pat Maddux, Board Secretary

9/21/17

Date