

ORIGINAL

Carnegie-Stout Public Library
Board of Trustees
Meeting Minutes of September 27, 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, September 27, 2017.

Present: Board President Patty Poggemiller; Board Vice President Christy Monk; Board Secretary Pat Maddux; Trustee Robert Armstrong (entered at 4:04 p.m.); Trustee Greg Gorton; Trustee Rosemary Kramer; Trustee Pam Mullin; Director Susan Henricks and Recorder Denette Kellogg.

1. President Patty Poggemiller called the meeting to order at 4:00 p.m. and welcomed new board member Rosemary Kramer.

"Moved to adopt the meeting agenda of September 27, 2017."

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

Poggemiller welcomed Rosemary Kramer and swore her in as newly elected Board member.

2. Presentation by Red Rokk Digital Marketing Agency – The Board continues to review options of hiring a part-time marketing position or the possibility of hiring an outside firm to handle the Library's marketing. Representatives from the Red Rokk marketing agency, Megan Cook and Sherri Huleatt, via phone conference with the Board, provided information about their firm that specializes in social media marketing. Red Rokk reported their marketing objectives for C-SPL as follows:

- Identify specific areas targeted to raise awareness and set goals that are tied to particular audiences.
- Focus on the goals.
- Use trackable methods.
- Have this campaign be sustainable so that we can take it over when the contract expires.

How they will do this:

- Research – they will visit on-site for two days and conduct stakeholder surveys as well as patron surveys.

- Develop the creative aspect of the campaign (a theme), and create the timeline/calendar or phases.
- Production – deployment of the campaign.
- Evaluation (this is ongoing each month so that the campaign can be modified if required).

The Board requested further review of this firm's proposal as it also entertains the possibility of the hiring Marketing Coordinator employee.

"Moved to receive and file the presentation by Red Rokk Digital Marketing Agency."

*Motion: Monk
Second: Gorton
Vote: Aye – 7; Nay – 0*

3. Approval of Library Board of Trustees' Meeting Minutes of Thursday, August 24, 2017."

"Moved to approve the Board Minutes of Thursday, August 24, 2017."

*Motion: Gorton
Second: Maddux
Vote: Aye – 7; Nay – 0*

4. Board President's Report:

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– Board Vice President Patty Poggemiller reviewed the Communication with the Dubuque City Council for August, 2017.

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

*Motion: Monk
Second: Gorton
Vote: Aye – 7; Nay – 0*

5. 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 August represents 17% of the fiscal year lapsing. Expenditures were at 16% and revenue collected was at 13% of projections.

- 2) Library Use Statistics – Henricks reported circulations declined in August, which may be related to less space for DVDs, requiring part of the collection to be stored, resulting in fewer DVDs checked out. The entire print collection enjoyed increased circulations. When looking at who is checking out materials; Open Access dropped 5.8% compared to August of 2016 and 5.6% when comparing year-to-date to 2016. This could be expected if restrictions on borrowing by OA patrons was still in effect, but this is not the case. Meanwhile, a review of the partnership with the Dubuque County Library District (DCLD) shows 93% of the transactions are DCLD cardholders and 7% are C-SPL patrons. Of the 93% checked out, 75% are picked up here.

The Board held a discussion on the drop of DVDs checked out and strategies of how to increase the use of this collection. Ideas suggested included a check out machine like a Red Box and providing the DVDs in order by genre.

A meeting with the purpose of reviewing how the partnership is working is planned for October 2 with committee members from C-SPL and the DCLD.

- 3) Committee Updates - Poggemiller reported that the Relations Committee met on September 11 and has a scheduled meeting with the Library Foundation President, Paula Connors and the Dubuque Museum of Art (DMA) representatives on October 10, 2017 to discuss the Library's artworks that are on loan and exhibited at the museum.

The 28E Agency meeting was held on September 19, 2017. Four communities are currently participating: Balltown, Centralia, Luxemburg, and Rickardsville. An annual report will be sent to all other cities in Dubuque County without libraries with an invitation to join. The per capita amount is \$23.00 for the coming year.

- 4) Library Art Update – Henricks provided a report on the insurance coverages and appraisals on the loan artworks to the Dubuque Museum of Art (DMA). The insurance was updated to reflect the value of the artwork after Henricks reported that the insurance was not adequate and lesser works were not listed in the coverage documents. The Board held discussion on the delay by the DMA to obtain updated insurance as set forth in the loan agreement, and agreed this is a serious matter. Maddux asked that the Board receive the original loan document and any

amendments or revisions having to do with the loan of the artworks to the DMA for the Board's review. The Board agreed to review these matters further to include a letter to the DMA regarding contract breaches and its concerns for the well-being of the artworks for the Library and the citizens of Dubuque.

B. Library Comment Cards Received – The Board reviewed the one comment card received that was a positive comment about the successful Changing Lives Through Literature program for youth. The Library Director is facilitating in partnership with the Juvenile Court Services.

"Moved to receive and file the informational update from the Library Director including the Library Financial Report, Library Use Statistics, Art Update and Library Comment Cards."

*Motion: Kramer
Second: Gorton
Vote: Aye – 7; Nay – 0*

6. Action Items:

- Library Expenditures – Henricks provided an itemized report of FY-17 expenditures from August 19 to September 22, 2017 for the Board's review.

"Moved to approve Library expenditures for August 19 to September 22, 2017."

*Motion: Maddux
Second: Armstrong
Vote: Aye – 7; Nay – 0*

- Fiscal Year (FY) 2019 Budget Request – Henricks provided the FY 2019 operating budget for review by the Board. The proposed budget requests for Improvement Packages that were not funded last year include:
 - Author Visits - \$3,000. This is the eighth request since 2007.
 - Community Survey - \$18,000. This is the second request; the first was last year. Henricks reported this is an all-inclusive survey that is considered a scientific study.
 - Computer Equipment Replacement - \$15,200. This is the fifth year for this request. All lap top computers were received through donations or grants. We have about 30 laptop

computers. Half of these are eight years old and half are four years old. This request covers five of them.

- E-books - \$10,000. Requested six of the last seven years.
- San Server - \$0. Request to move from a three-year server replacement and combine the amounts to replace with one server every six years to better meet needs. Second request.
- Materials Budget Increase to Stay at Maintenance Level - \$7,803.

Capital Improvement Projects (CIP) include:

- Library Roof on Building Addition – previously approved for this fiscal year, but may be reprioritized. \$120,029
- Phase Two of Water Pipe Replacement in Carnegie Building – phase one planned for this year. \$99,400
- Repair Decorative Limestone Underhang on Carnegie Building (modillions) - \$13,000
- Cold Water HVAC Circulating Pumps – (second request) \$17,800
- Landscaping and Plaza Rework - \$93,000 (second request)
- Removal of Oil Tank (associated with landscaping and plaza rework) -\$32,950

"Moved to approve the Library's Fiscal Year 2019 budget requests."

Motion: Monk

Second: Gorton

Vote: Aye - 7; Nay - 0

- Acceptance of Bid for Generator – Henricks reported that the bid opening for the Generator project is scheduled for October 12, 2018.

"Moved to table the Acceptance of the Bid for the Generator."

Motion: Gorton

Second: Mullin

Vote: Aye - 7; Nay - 0

- Marketing Coordinator vs. Marketing Firm – The Board reviewed the cost associated with a full time marketing position that would need to include all health-related charges. Another possibility is to have one employee up to 30 hours, or two part-time employees to cover the full time hours with health benefits savings realized. The employee(s) would work in the Library and coordinate all marketing efforts through

the Library Director. The Board suggested that the current marketing theme and tag line be used as a starting off point.

The Board held discussion on the pros and cons of hiring a marketing firm that would be focused on social marketing and would not be physically present. This focus would be a great asset to Adult Services, while Youth Services has a greater need for a graphic artist.

Poggemiller reported that an outside firm could easily measure the results of their marketing efforts. The Board reviewed the options of having a marketing firm the first year, then reviewing the results to consider continuing with their services or hiring a Marketing Coordinator.

The Board reported it needed additional time to review the information, the pros and cons of the alternatives, and the focus with an end goal of the marketing plan. The Board provided a list of questions to Henricks for the Red Rokk Digital Marketing Agency that she will collect their responses to and provide to the Board.

"Moved to table the Marketing Coordinator vs. Marketing Firm."

*Motion: Monk
Second: Mullin
Vote: Aye – 7; Nay – 0*

- Rework the Gallery Area – Henricks provided the plans for reworking the Library's gallery area at a cost of \$3,639. The projects will result in increased space for events and display. The project would be a deconstruction, saving much of the materials to use in a future workstation. The funds for the project would come from state aid.

"Moved to approve Rework of the Gallery Area project with use of state aid in the amount of \$3,639."

*Motion: Monk
Second: Armstrong
Vote: Aye – 7; Nay – 0*

- Catalog Listings for Recommendations - Henricks reviewed the practice of providing movie lists developed for patrons by librarians. One patron requested that a movie list for LGBTQ be removed from the Library's web site. The Board reviewed the current practices and agreed to retain the LGBTQ list on the Library's website.

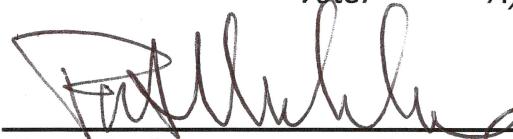
"Moved to retain the movie lists for LGBTQ on the Library's web site."

*Motion: Gorton
Second: Armstrong
Vote: Aye - 7; Nay - 0*

7. Communications/Public Comment – Henricks invited the Board to the upcoming Art @ Your Library® opening that coincides with the Fall Into Art Gallery Tour on Friday, October 6 from 5:00 p.m. to 9:00 p.m. This opening will highlight the art exhibit by Tigges family photographers, a historic Dubuque postcard exhibit from Larry Friedman and a memorial to author Robert Byrne through a memorial donation of a muse's bench in his name.
8. Library Board Adjournment – The Board adjourned at 5:37 p.m.

"Motion to adjourn."

*Motion: Monk
Second: Maddux
Vote: Aye - 7; Nay - 0*


Pat Maddux, Board Secretary


Date