

ORIGINAL

**Carnegie-Stout Public Library  
Board of Trustees  
Meeting Minutes of October 19, 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, October 19, 2017.

*Present:* Board President Patty Poggemiller; Board Vice President Christy Monk (exited at 5:12 p.m.); Board Secretary Pat Maddux; Trustee Robert Armstrong (entered at 4:04 p.m.); Trustee Rosemary Kramer; Trustee Pam Mullin; Director Susan Henricks and Recorder Denette Kellogg.

*Excused:* Greg Gorton

*Public Present:* Paula Connors, President, Carnegie-Stout Public Library Foundation

1. President Patty Poggemiller called the meeting to order at 4:00 p.m.

*"Moved to adopt the meeting agenda of October 19, 2017."*

*Motion:* Kramer

*Second:* Mullin

*Vote:* Aye – 6; Nay – 0

2. Approval of Library Board of Trustees' Meeting Minutes of Wednesday, September 27, 2017."

*"Moved to approve the Board Minutes of Wednesday, September 27, 2017 with the following change: Item 4, page 2, change title of Patty Poggemiller to President."*

*Motion:* Monk

*Second:* Mullin

*Vote:* Aye – 6; Nay – 0

3. Board President's Report:

*J Penn*  
A. Board Vice President Patty Poggemiller reviewed the Communication with the Dubuque City Council for September 2017.

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

*Motion:* Monk

*Second:* Maddux

*Vote: Aye – 6; Nay – 0*

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 September marks the end of the first quarter of FY 2018. Expenditures were on target at 25%. Revenue collected is at 19% of projections.
- 2) Library Use Statistics – Henricks reported that the first quarter activity shows a decrease in use compared to the same time last year.

Henricks reported that four databases increased in use: Mango Languages, Newsbank newspapers (other than the Telegraph Herald), Reference USA, and Tutor.com. Marketing of the other sources is critical for the return on investment of these databases and will be a focus of either a person or marketing firm as we move forward. Digital audiobooks and e-Books increased 13% compared to the same time last year. The archived Telegraph Herald is the most popular online database with 7,142 searches and 24,838 issues viewed during the first quarter of FY 2108.

Recently, board games were added to the collection for check out and have become very popular with 53 check outs in three weeks. Currently, the library owns 24 games with plans to invest in more to enhance this collection.

Currently, the number of library card holders is 47,663 and equals approximately 83% of our community. Included in this number are those accounts that have outstanding balances for lost materials, or fines, and fees. These records are maintained even if the account expires. Open access accounts are included in this total, which is estimated at about 14%.

- 3) Committee Updates – Henricks and Poggemiller reported that the Relations Committee met with Board Members of the Dubuque County Library District in early October to discuss how the expanded reciprocal borrowing program has been used. The County Library cardholders have taken greater advantage of the program. No Dubuque cardholders have requested materials from the County Library to be picked up at C-SPL. Currently 93% of the use is by County library cardholders, with the majority

placing holds on items and picking them up here. About 7% of Dubuque residents placed holds from our collection for pick-up in Asbury. The Relations Committee expressed interest in continuing the partnership to give C-SPL a chance to market to the population on the west side of town, which had been postponed pending a final decision regarding the Marketing Plan. The two boards agreed to extend the trial period from six months to a year in order to promote the program and have the opportunity for a fuller evaluation.

Henricks and Poggemiller reported that Relations Committee, along with ex-officio Committee Member Paula Connors, met on October 10, 2017 with the Dubuque Museum of Art (DMA) to review the Library's art collection on loan to the museum. Representatives made a proposal to purchase the Grant Wood artworks owned by the Library for four million dollars, about seventeen million dollars less than the artworks' appraised value. The Board discussed its need to be fiscally responsible and to be good stewards of Library property. The Board agreed to review the option to sell the Grant Woods and provide a response at its November Board meeting.

- 4) Future Meetings – Henricks reported due to the upcoming holidays of Thanksgiving and Christmas the Library Board of Trustees will meet a week earlier than usual. November's meeting will take place on the 16th. The December meeting is scheduled for December 21, 2017. Prior to the Board meeting on this date, a holiday reception for all staff and volunteers will take place. This event is sponsored by the Board of Trustees to thank all for their service during the year. The reception is held between 2:00 p.m. and 4:00 p.m. and the Board members are encouraged to attend all or part of it to meet staff and volunteers.

- B. Library Comment Cards Received – The Board reviewed the one comment card received that was a positive comment from Inclusive Dubuque thanking the Library for participating in exhibiting the "I'm A Dubuquer" display.

*"Moved to receive and file the informational update from the Library Director including the Library Financial Report, Library Use Statistics, Relations Committee Update, Future Meetings and one Library Comment Card."*

*Motion: Maddux  
Second: Kramer*



Vote: Aye – 6; Nay – 0

5. Action Items:

- A. Library Expenditures – Henricks provided an itemized report of FY-17 expenditures from September 23 to October 13, 2017 for the Board's review.

*"Moved to approve Library expenditures for September 23 to October 13, 2017."*

Motion: Armstrong

Second: Mullin

Vote: Aye – 6; Nay – 0

- B. Acceptance of Bid for Generator – Henricks provided detailed information on the bid for the Capital Improvement Project for the Library Generator that is funded by the City at \$93,940.00. The bid was received from Klauer Construction Company. Henricks stated the base bid was \$107,727 with four alternates that total \$117,404 if selected. A deduction or savings of \$8,240 would be realized should the contractor do the final testing of the generator instead of the manufacturer. Other alternates represent additional funds to upgrade the generator from 80KW to 100KW generator and to add an access door on the first floor of the library to allow cabling. This will also benefit the replacement of water pipes in the future. Henricks reported that direct state aid funds would be enough to cover the amount over budget, so the project can proceed. Trustee Monk provided her suggestion on what alternate bids to include. This would be #2 that upgrades the generator to 100KW and alternate #4 to install an access door for the chase if the budget allows. She also recommended alternates #1A and #1B and #3, depending on the results of a capacity test being conducted by Westphal Electric. The Board concurred with her recommendations and with state funding not to exceed \$21,000.

*"Moved to approve of the Library Generator base bid of \$107,727 with alternate #4 for \$2,330 for an access door; and, funding dependent, approve alternate #2 for \$5,564 to increase the generator to 100KW; and, approve alternates #1A, 1B and 3 funding dependent on the capacity finding by the electrical contractor. State funding not to exceed \$21,000."*

Motion: Monk



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

C. Marketing Coordinator vs. Marketing Firm – Henricks provided the options for marketing as requested for the Board's review:

- Contract with Red Rokk for a year's social media campaign.
- Hire a part-time Marketing Coordinator.
- Hire two part-time Marketing Coordinators and they would job-share.
- Hire one part-time Marketing Coordinator and a part-time assistant/intern to the Coordinator.

The Board discussed the various options and agreed to hire Red Rokk for the first year to design a marketing plan and implement the plan. After this first year, another review would be done and consideration will be given to hire a part-time marketing coordinator to take over the campaign, as well as overall general advertising and promotion.

Monk exited the meeting at 5:12 p.m.

*"Moved to approve hiring the Red Rokk Digital Marketing Agency for up to \$70,000 to be funded by the Mutschler Trust"*

*Motion: Mullin*  
*Second: Armstrong*  
*Vote: Aye – 5; Nay – 0*

6. Communications/Public Comment – Connors reported on the Library Foundation's annual appeal and invited all Board members to support the campaign. Connors also reported that the Library Foundation is planning a social event for the Library Board and the Foundation to meet each other. The Board agreed on meeting for the social event after one of its upcoming meetings.

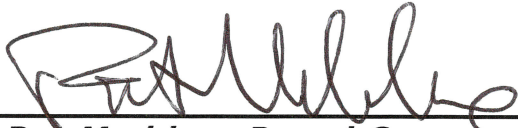
*"Motion to receive and file Library Communications and Public Comment."*

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

7. Library Board Adjournment – The Board adjourned at 5:22 p.m.

*"Motion to adjourn."*

Motion: Monk  
Second: Maddux  
Vote: Aye - 5; Nay - 0



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**Pat Maddux, Board Secretary**

11/16/17

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**Date**