

ORIGINAL

Carnegie-Stout Public Library
Board of Trustees
Meeting Minutes of January 25, 2018

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, January 25, 2018.

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

Guests: Library Employees Hannah Eby and Rachel Boeke; Telegraph Herald Reporter Jeff Montgomery, and Library Patron and Art Collector Dan Weitz.

Absent: Board President, Patty Poggemiller

1. Vice President Monk called the meeting to order at 4:05 p.m.

"Moved to adopt the meeting agenda of January 25, 2018 with moving Public Comment to follow approval of the agenda."

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

2. Public Comment – Art Collector Dan Weitz presented a collection of signed illustrations from book illustrators for the Board's consideration for purchase in the amount of \$300.00. Weitz reported that he believes this collection would be a good fit for the Library as they highlight the works of twelve different book illustrators in one collection. He also stated the price for the set is less than half its value. The Board thanked him for his presentation.

Henricks reminded the Board of the Art @ your library opening reception on Friday, February 2, 2018.

3. Approval of Library Board of Trustees' Meeting Minutes of Thursday, December 21, 2017 and Work Session Minutes January 18, 2018."

"Moved to approve the Board Minutes of Thursday, December 21, 2017."

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

"Moved to approve the Board Work Session Minutes of Thursday, January 18, 2018."

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

4. Board President's Report:

- Board Vice President Monk reviewed the Communication with the Dubuque City Council for December, 2017.

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

*Motion: Maddux
Second: Gorton
Vote: Aye – 6; 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 50% of the fiscal year has lapsed and expenditures are on track at 49%. Revenue collected is at 60% of projections.
- 2) Library Use Statistics – Henricks provided follow-up from the last Board meeting in December when concern was expressed regarding the decrease in circulation. Henricks provided additional information as to what has influenced decreases and ideas on how to alter this trend.
- 3) Marketing Update – Henricks provided a list of items listed in the Telegraph Herald mentioning the library in the past six months.

Red Rokk Marketing staff Sherri Huleatt and Megan Cook were on site for a day and a half beginning January 18. They met with library staff and Board members. The purpose of the visit was to gather information and become familiar with the library and Dubuque. Next steps:

- Create a community survey for stakeholders and the public. This will be an online survey.
- Based on survey results and the information gathered, Red Rokk will then present a creative brief. This brief will become the “bible” of the campaign.
- When the creative brief is approved Red Rokk will begin the content work and create a brand, or theme, for the campaign.
- The campaign will be implemented.

4) Plan of Service – Henricks provided an updated plan of service that include continuing discussions regarding parking.

B. Library Comment Cards Received – The Board reviewed the four comment cards and concurred with staff responses to patron comments.

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

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

6. Action Items:

- Library Expenditures – Henricks provided an itemized report of FY-18 expenditures from December 13, 2017 to January 19, 2018 for the Board’s review.

"Moved to approve Library expenditures for December 13, 2017 to January 19, 2018."

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

- Purchase of Art - The Board reviewed a request from Art Collector Dan Weitz to consider the purchase of a collection of signed illustrations from twelve book illustrators. Weitz had previously addressed the Board during public comment of this meeting.

The Board discussed the request for purchase. Henricks reported on the Art Subcommittee’s review of the proposal using the Library’s Fine Art

Policy guidelines. The Subcommittee's recommendation was to decline request for purchase as the Dubuque Museum of Art has the same collection, and this would result in duplicate collections. While the Board noted the collections' uniqueness, they agreed with the Art Subcommittee's recommendation.

"Moved to decline the request to purchase the collection of signed illustrations, 'Face to Face: Twelve Contemporary American Artists . . .' offered by Dan Weitz."

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

- Budget Presentation Fiscal Year (FY) 2019 – Henricks provided the FY-2019 presentation for the Board's review. The presentation provided highlights from FY 2017 of technology usage, library programming, partnerships, and outreach. Patrons interacted with the library a total of 1,113,427 times in FY 2017. Information on the Return on Investment Calculator (located on the Library's web site) was discussed regarding how much is saved by using Library services instead of purchasing similar materials and services.

Another highlight is the Library coming in under budget for 15 consecutive years. Savings for FY 2017 were \$65,805.

In addition to the FY 2019 budget request the Capital Improvement Projects (CIPS) and Improvement Project (IP) requests were reviewed.

The Board discussed the Community Survey IP. Henricks reported that this survey will be a scientific survey that can provide insight into changing library use patterns and could also include some questions that tie into the marketing campaign.

"Moved to approve the fiscal year 2019 Library Budget Presentation."

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

- Fines Policy Next Steps - Henricks provided the board her 12 page report titled, *Fines: Policies and Procedures, Past Present and Future*. The report provided a detailed analysis of a No Fine Policy". The Board reviewed the information and discussed the various options and

challenges for introducing a No Fines Policy. Henricks reported the lack of evidence that a move to this policy would increase or decrease circulation. The Board suggested the possibility of a trial period for this policy to view the impact on revenue and materials. Monk suggested questions could be added to the community survey to get feedback from the community on this issue. A timeline for a trial period was discussed with the goal to request the removal of fines from the revenue budget in FY 2020. They agreed that next steps should include a discussion about tasks employees could be doing as a result of the staff time saved with the No Fine Policy and adding questions to the Community Survey to gain feedback from the public. The Board agreed they need additional time to review this information along with the additional feedback requested.

"Moved to table the Fines Policy Next Steps agenda item."

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

7. Library Board Adjournment – The Board adjourned at 5:19 p.m.

"Motion to adjourn."

Motion: Kramer
Second: Mullin
Vote: Aye - 6; Nay - 0



Pat Maddux, Board Secretary

2/23/18

Date