

ORIGINAL

Carnegie-Stout Public Library
Board of Trustees
Meeting Minutes of March 29, 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, March 29, 2018.

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

Excused: Library Board Secretary Pat Maddux

1. President Patty Poggemiller called the meeting to order at 4:03 p.m.

"Moved to adopt the meeting agenda of March 29, 2018."

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

2. Approval of Library Board of Trustees' Meeting Minutes of Thursday, March 29, 2018."

"Moved to approve the Board Minutes of Thursday, March 29, 2018."

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

3. Board President's Report:

- A. Board President Poggemiller reviewed the Communication with the Dubuque City Council for February, 2018.

"Moved to receive and file the Communication with the Dubuque City Council from February 22, 2018."

Motion: Gorton
Second: Armstrong
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 that February marked 67% of the fiscal year lapsing and the budget is on track with expenditures coming in at 62% and revenue at 72% of projections.

Henricks also reported that last year the Library received a gift from the estate of Frank Honigman that was \$15,057. The Board dedicated this fund to enhancing the e-Book collection. On March 22, the estate was closed and an additional gift was received in the amount of \$21,583.83. A list of projects for funding in Mr. Honigman's name will be presented at the April Board meeting.

- 2) Library Use Statistics – Henricks reported Library use and the gathering of statistics have been evaluated in-depth since the last Board meeting and provided a summary of this in-depth review. An in-depth review of statistics that are collected on a monthly basis took place since the last board meeting. Some statistics were not accurate based on the different methods used by staff in collection. For example, most noticeable is the number of library visitors that reflected a 21% decrease for the month of January and 9% for the month of February both in 2017. During these two years we have had two different supervisors in the Circulation Department and each have calculated the total visits differently.

The number of checkouts was greater than has been reported because all downloadable material had not been included. Internet use was greater than has been reported because the circulation of laptop computers had not been included. Henricks recommended the discontinuation of gathering some statistics and introducing other metrics that better reflect the library's plan of service. Examples of stronger information include: How many times did staff get out of the library for an outreach program and how many people were reached as a result? Access to information recommended for discontinuation remains available and can be gathered as required. Changes will take place beginning July 1, the beginning of FY 2019 and the Board will see the new report at its August Board meeting for the month of July, 2018.

- 3) Marketing Update – Henricks reported that the tag line for the new marketing campaign is "Beyond Books" and reported that

meetings are taking place with Red Rokk to review the visual style of the new graphic design options with the Board's final decision at this meeting.

- 4) Fine Policy Information Review – Henricks provided a summary of her in-depth study was completed on the fines and fees associated with children's accounts. The total is \$87,223, of which \$38,014 represents overdue fines, and the balance reflects lost or damaged materials and collection agency fees. What remains unknown is how much of the \$38,014 in fines would be collectible in the year the total is waived. During the past seven years approximately 49% of fines have been collected. This would place the estimated budget impact at \$18,627 for one year. Henricks gave the use statistics of other Iowa libraries and use by Dubuque ward populations for the Board's review.

Henricks provided the background on five types of programs have been identified that will reduce or eliminate fines from children's accounts through reading. On the plus side these programs would have the least budget impact. On the minus side there may be a perception that accounts will be cleared, but we should not write off the cost of lost or damaged materials. We also want to encourage youth to read for pleasure and having to report to the library to read off a fine while friends may be involved in school activities or playing may be perceived as punitive. Parents sign that they will be responsible for the accounts of their children and most often provide the only means for the children to get to the library to check out and return materials. Children reading off fines places the responsibility for the money owed solely on them, even though there has been agreement between the adults and the library that at this age youth cannot be responsible.

Additional discussion took place regarding a fine free policy. The plan, if approved, is to include this in the library's budget request for FY 2020, but ideally, to provide the basis for a fully informed decision the library should know how effective the program will be in Dubuque. The only way to evaluate the pros and cons of this policy is a trial period. An alternate revenue source to cover the loss of fines during the experimental period of time must be identified first and several ideas were discussed. Although not sustainable, options are available for a six-month period for the loss of revenue. Also, the trial must take place July 1 – December 31, 2018 to present the results to the City Manager and City Council in time for the FY 2020 budget planning. Henricks will present a recommendation to the Board at the April meeting.

The Board agreed to continue to move forward to implement the plan for testing fine free for children, and to include questions in the community survey the Library is planning to gather feedback from the community about this issue.

- 5) Relations Committee Update – Poggemiller reported that she, Kramer and Gorton recently met with John Butler, and Dubuque Museum of Art officials Rusty Knight and David Schmitz to discuss the Library's works of art and opportunity for a possible collaboration with the Dubuque Symphony, the Dubuque Museum of Art and the Library in regard to an endowment campaign that would benefit all three institutions. The Board reported on its recent review of its loaned artwork to the museum at its November 2017 meeting. The Board reported its ongoing commitment to maintain the long term loan of these artworks to the museum in a strong partnership between the Library and the museum well into the future.
- B. Library Comment Cards Received – The Board reviewed the two 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, Fine Policy Information Review and Library Comment Cards."

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

5. Action Items:

- A. Library Expenditures – Henricks provided an itemized report of FY-18 expenditures from February 16 to March 22, 2018 for the Board's review.

"Moved to approve Library expenditures for February 16 to March 22, 2018."

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

B. Graphic Design for Marketing Campaign – The Board reviewed the two options for the graphic design for the new marketing campaign called, "Beyond Books" and agreed that option one was the best choice.

"Moved to approve the graphic design option one for the Library's marketing campaign."

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

6. Communications/Public Comment – Henricks invited the Trustees to the upcoming Art @ Library® opening reception scheduled on April 6 from 5:30 to 7:30 p.m.; and, the Annual Volunteer Recognition Event scheduled for Tuesday, April 17 from 6:00 p.m. to 8:00 p.m.

"Moved to receive and file the Communications/Public Comment."

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

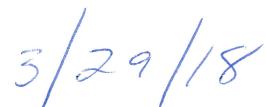
7. Library Board Adjournment – The Board adjourned at 5:23 p.m.

"Motion to adjourn."

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



Pat Maddux, Board Secretary



Date