

Carnegie-Stout Public Library
Board of Trustees
Meeting Minutes of July 26, 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, July 26, 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.

Excused: President Patty Poggemiller

Staff: Library Adult Services Manager Bill Carroll

- 1) Vice President Monk called the meeting to order at 4:02 p.m. The Board agreed to add the Election of Officers to the meeting agenda.

"Moved to adopt the meeting agenda of June 28, 2018 with the addition of Election of Officers under the President's Report agenda item."

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

- 2) Approval of Library Board of Trustees' Meeting Minutes of Thursday, June 28, 2018.

"Moved to approve the Board Minutes of Thursday, June 28, 2018."

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

- 3) Board President's Report:

- A. Vice President Monk reviewed the Communication with the Dubuque City Council for June, 2018.

"Moved to receive and file the Communication with the Dubuque City Council from June 28, 2018"

Motion: Armstrong
Second: Mullin

Vote: Aye - 6; Nay - 0

B. Election of Officers – The Board discussed the need to elect officers for the coming year. It was agreed to table this agenda item until the August 2018 Board meeting where Committee assignments will be also be done.

"Moved to table Election of Officers."

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

4) Motion to Receive and File Informational Items:

A. Library Director's Report Summary and Update: In addition to the report below, Henricks reminded the Board of the Art @ Your Library® opening scheduled for Friday, August 3 from 5:30 to 7:30 p.m.

- 1) Library Financial Report FY 2018 – The Board reviewed the operational revenue and expenditure reports. Henricks reported that June marked the end of Fiscal Year 2018. Expenses came in under budget by nearly 5%, or \$168,739.00. Some carry over requests for the operating budget will be requested and if approved, this figure will decrease some. Revenue came in at 3% over projections, or \$3,543.00. Overall, it was an excellent budget year and the 16th consecutive year that the library came under budget.
- 2) Library Use Statistics – Henricks reported the number of checkouts in June was very close to the same time last year; however, year-to-date shows overall circulations were down 4%.

Database use was down in general with a few notable exceptions. The Gale Database collection increased in use by 423%, and Morningstar Investments ended the year with an 81% increase over 2017. Ref USA realized 69% growth and Tutor.com use increased 42%. The Telegraph Herald (TH) Archives continues to be the most popular database and realized a 60% increase in searches compared to last year and an 83% increase in the number of issues that have been viewed.

Henricks reported on the Open Access use comparison statistics for FY-17 to FY-18 between the County Library District and C-SPL. There has been an 8.6% increase of Dubuque citizens checking

out from Asbury and a 3.3% decrease in County patrons checking out from C-SPL.

The Bike Library has been a success and has received positive publicity in the media. It debuted June 11 and went to 11 locations. Through July 18 the bike library visited 12 locations. Checkouts from the bike library totaled 285.

- 3) Fine Free Update - The McDonough Foundation granted \$2,000 to help fill the revenue gap caused by the six-month fine free experiment.

A result of the Fine Free program is there has been improvement in items checked out and past due when comparing a day in January and a day in July. The number of items overdue one to three weeks has increased.

Next month's report will provide a better picture of how the blocking of accounts impacts returns as it will cover 30 days.

- 4) Marketing Update – Henricks reviewed a report from Red Rokk on the June campaign which indicates that the campaign has been successful.

In the report, Red Rokk staff appear to associate a 41% increase in circulation over last month with the campaign with the Board. A more accurate assessment can be made by comparing June 2018 to June of 2017.

The June campaign featured a \$400+ prize giveaway for interacting with C-SPL. Increases in Facebook, Twitter, Instagram, sign-up for newsletters, Overdrive, Freegal, Flipster, and web visits should be the result.

Here is the comparative analysis:

- OverDrive – (up 4% from May)
 - 16% increase over same time last year, which was also the highest use since the service began.
- Freegal – (up 13.8% from May)
 - Up 37% compared to June 2017 and up 2.2% compared to the highest year 2015
- Flipster – (up 26.3% from May)

- Up 111% compared to June 2017 and a 35% increase from the highest year (2014)
- Maker Space visits – (up 55% from May) A 35% decrease compared to June 2017
- Facebook - Likes up 851% since May, reach up 99.2% since May; engaged users up 77.2% since May
 - Facebook total likes increased 19.5% compared to June 2017
 - Facebook new likes up 442% compared to June 2017
 - Reach up 12% compared to June 2017
 - Engaged users up 51% since June 2017
- Twitter - new followers and link clicks are up since May
 - New followers increased compared to June 2017, but the change in link clicks compared to June 2017 was about the same.
- Instagram – New likes were up 18% since May 2017
 - New likes increased 96% compared to June

Total Circulations - 1.8% decrease compared to June 2017

The Board reviewed the report on the Library news appearing in the Dubuque Telegraph Herald in the fourth quarter of FY-18.

B. Comment Cards – The Board reviewed the two comment cards received and concurred with the response to the patron's comments.

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

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

5) Action Items:

A. Library Expenditures – Henricks provided an itemized report of expenditures from FY-19 expenditures and the Board reviewed the report.

"Moved to approve Library expenditures for June 22 to July 19, 2018."

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

B. Social Media Comments Policy – The Board reviewed the revised policy and added one grammar change to remove the hyphen in “copy-righted” in the third bullet on page 2.

"Moved to adopt the revisions to the Social Media Comments Policy."

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

6) Library Board Adjournment – The Board adjourned at 4:34 p.m.

"Motion to adjourn."

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



Pat Maddux, Board Secretary



Date