

ORIGINAL

Carnegie-Stout Public Library
Board of Trustees
Meeting Minutes of September 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 Wednesday, September 26, 2018.

Present: President Patty Poggemiller; Board Vice President Christy Monk; Board Secretary Pat Maddux (arrived 4:43 p.m.); Trustee Robert Armstrong; Trustee Greg Gorton; Trustee Rosemary Kramer; Trustee Pam Mullin; Director Susan Henricks and Recorder Denette Kellogg.

Staff: Adult Services Manager Bill Carroll; Librarian Mike May; Library Aide Thea Dement; Library Assistants Rachel Boeke, Laura Feyen, David Green and Colleen Kersch.

- 1) President Poggemiller called the meeting to order at 4:01 p.m.

"Moved to adopt the meeting agenda of September 26, 2018."

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

- 2) Approval of Library Board of Trustees' Meeting Minutes of Thursday, August 23, 2018.

"Moved to approve the Board Minutes of Thursday, August 23, 2018."

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

- 3) Board President's Report:

The Board reviewed the Communication with the Dubuque City Council for August, 2018.

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

Motion: Kramer
Second: Mullin

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 2018 – The Board reviewed the operational revenue and expenditure reports. Henricks reported that August marks 17% of the fiscal year lapsing. Expenditures were at 18% and revenue collected at 11%.

Henricks shared the following snapshot chart of current past dues for the period of August 14 to September 21:

- 16,451 Total Items Checked Out
- 79.5% of all items checked out are within the loan period
- 20.5% are overdue

Number of items overdue up to seven days	564	% of items overdue up to seven days	3.4%
Number of items overdue 8 - 14 days	151	% of items overdue 8 -14 days	.9%
Number of items overdue 15-21 days	100	% of items overdue 15-21days	.6%
Number of items overdue 22-30 days	79	% of items overdue 22-30 days	.5%
Number of items overdue 31-60 days	149	% of items overdue up 31-60 days	.9%
Number of items overdue over 60 days	2,334	% of items overdue over 60 days	14.2%
Total	3,377		20.5%

The following chart compares July through September 21 to a date in January, which was pre fine-free experiment:

Timeframe	Days Overdue	Sept 21	Aug 14	July 19	January 16
Number of items overdue up to seven days	% of items overdue up to seven days	3.4%	3%	4.3%	2%
Number of items overdue 8 - 14 days	% of items overdue 8 -14 days	.9%	1.4%	.8%	.7%

Timeframe	Days Overdue	Sept 21	Aug 14	July 19	January 16
Number of items overdue 15-21 days	% of items overdue 15-21 days	.6%	.4%	.4%	.3%
Number of items overdue 22-30 days	% of items overdue 22-30 days	.5%	.3%	.2%	.4%
Number of items overdue 31-60 days	% of items overdue up 31-60 days	.9%	.4%	.3%	.6%
Number of items overdue over 60 days	% of items overdue over 60 days	14.2%	12%	11%	16%
Total		20.5%	17.5%	17%	20%

2) Library Use Statistics – Henricks reported that compared to August 2017, the number of checkouts was 4% lower, but the number of visitors to the library is up 1%. The number of new library accounts opened was up 17% compared to August of 2017. Adult programs were a hit in August and included three author visits. Attendance to adult programs increased 94% compared to programs last August. Checkouts of children's materials was lower than the same time last year, but program attendance in August numbered 1,014, which is a 22% increase compared to August of 2017.

3) Marketing Update – Henricks reported that the Library's marketing agency, Red Rokk, continued its promotion of e-books and e-audio during the month of August. An increase in checkouts of these materials as well as new library accounts should be expected as a result. Based on new card signups and checkouts, the campaign appears to have been successful. New library card signups increased 17% compared to last August. Both e-books and e-audio checkouts were up 23.3% compared to August of 2017. Individually, e-book checkouts increased 16% and e-audio was up 34% compared to August of 2017.

Personnel and Organization Update – Henricks provided a summary of the Relations Committee meeting held on Monday, September 17, 2018. After a review of job descriptions and workloads, a reorganization plan was created that will take place on October 14, 2018. Henricks expressed her desire to take

retention efforts to a new level. She reported that over 44% of positions in the library, excluding the entry level jobs of clerks and interns, have been filled by promotion; however, current conditions reflect an employees' market. Henricks plans to conduct "stay interviews" and plans to meet with individual employees to learn about what they like most about their work, what keeps them here, what might entice them away, what kind of support they need, and how we can help employees reach their goals.

The Committee and the Board supported the reorganization plan and beginning of "stay interviews."

B. Comment Cards – The Board reviewed the nine comment cards received and concurred with the responses to the patrons' 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: Gorton
Second: Armstrong
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 August 17 to September 17, 2018."

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

B. Community Survey Quotes – Henricks reported that one quote expected did not come in and suggested the Board wait until its October meeting for review.

"Moved to table the Community Survey Quotes."

Motion: Gorton

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

C. Trustee By-Laws – The Board reviewed the proposed revisions to the by-laws. Monk suggested a cap be put on term limits for officers and the Board agreed on no more than two consecutive full terms.

“Moved to adopt the proposed revisions to the Trustee By-Laws.”

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

D. Trustee Policy Review – Henricks reported the need to review this policy every three years and is recommending no changes. The Board concurred with her recommendation.

“Moved to approve the review of the Trustee Policy with no changes.”

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

E. Marketing 2019 Recommendation – Henricks provided a report of options for marketing for 2019 for the Board’s review. Ideas reviewed were continuing with Red Rokk or another marketing firm or hiring a part-time Marketing Coordinator. The Board requested that if an employee is hired, he or she work from the Library rather than a remote location. The option of investigating other marketing agencies locally was discussed. The Board agreed to recruiting a Marketing Coordinator. The Board noted the importance of preparation if a qualified candidate is not found and requested additional information about comparative costs with local marketing agencies, or a shorter contract with Red Rokk before the current contract ends in December of 2018.

“Moved to charge Henricks with going forward with recruiting a Marketing Coordinator, and obtain additional cost proposals from other marketing firms with funding to come from the Mutschler Trust.”

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

Maddux entered the meeting at 4:43 p.m.

6) Communication/Public Comment – Library employees were invited to provide feedback. Dement, Kersch, Feyen and Boeke provided feedback on the reorganization. The Board thanked them for their feedback and invited them to continue to talk with Susan about ideas and concerns.

"Moved to receive and file communication/public comment."

Motion: Kramer
Second: Mullin
Vote: Aye – 7; Nay – 0

7) Library Board Adjournment – The Board adjourned at 5:11 p.m.

"Motion to adjourn."

Motion: Gorton
Second: Armstrong
Vote: Aye – 7; Nay – 0


Pat Maddux, Board Secretary

10/25/18

Date