

**Carnegie-Stout Public Library
Board of Trustees
Meeting Minutes of December 20, 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, December 20, 2018.

Present: President Patty Poggemiller; Board Secretary Pat Maddux; Trustee Robert Armstrong; Trustee Greg Gorton; Trustee Rosemary Kramer; Trustee Pam Mullin; and Director, Susan Henricks.

Excused: Board Vice President Christy Monk

Public/Staff: Reporter Allie Hinga, Dubuque Telegraph Herald; Greg Dietzenbach, Abby Meyers and Steve Tartaglione from McCullough Creative, Dubuque, Iowa; C-SPL Managers Bill Carroll and Scott Schlichte; C-SPL Librarians Angie Johnson and Amy Muchmore, C-SPL Assistant Rachel Boeke.

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

"Moved to adopt the meeting agenda of December 20, 2018, 2018."

Motion: Kramer
Second: Mullin
Vote: Aye -5; Nay - 0

Trustee Gorton entered the meeting at 4:02 p.m.

- 2) Approval of Library Board of Trustees' Meeting Minutes of Thursday, November 29, 2018 and agreed on the following revisions as follows: page 2, item A.1) b) second sentence to read, "What Carnegie-Stout is experiencing mirrors libraries nationwide that have adopted fine-free policies and shared their outcomes."; and, page 2, item A.1) b) fourth sentence to read, "The Board reviewed the report and Monk asked for the total fines waived on accounts of children."

"Moved to approve the Board Minutes of Thursday, November 29, 2018 as amended."

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

- 3) McCullough Creative Marketing Presentation - Greg Dietzenbach, Abby Meyers and Steve Tartaglione from McCullough Creative, Dubuque, Iowa gave a marketing presentation to the Board. McCullough reported that its campaign would be conducted in three phases: Phase One – Campaign analysis and preparation; Phase Two – Annual campaign kickoff; and, Phase Three – Monthly Campaign Development.

"Moved to receive and file the McCullough Creative Marketing Presentation."

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

- 4) Board President's Report:

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

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

*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-19:
 - a) Library Financial Report – Henricks reported that November marked 42% of the fiscal year lapsing. Expenditures were at 42% and revenue was at 39% of projections.
 - b) Fine Free Update – Henricks provided a detailed overview of fines and overdue materials since the fine free trial started nearly six month ago. Fines waived equal \$31,474.50. Donations received are approximately 5% of this total. Revenue income at this time is just 3% below projections so it is possible the entire amount waived will not need to be covered.

A final evaluation of the fine free trial will be completed after December 31. Fine free trial surveys for patrons will be implemented and feedback will be used in the budget presentation.

Should the Board vote "yes" on whether to continue with a fine-free policy permanently, the improvement package request for a reduction in revenue from the City of Dubuque will move forward to the City Council in the Library's budget request. Henricks reported her satisfaction with the fine free trial and considers it successful. Henricks recommended that the Board move to a permanent fine free policy with the ongoing monthly review of past dues January – June, 2019. If, when fines are restored, a statistically significant change is realized in a positive way (due to imposing fines) she suggests that the decision be revisited at May, 2019 meeting.

- 2) Library Use Statistics – Henricks reported the circulation of DVDs and Blu-rays continues to decrease with the collection for Children down 23% and for Adults 9%. In response to this, limits on the number of DVDs that can be checked out in a week changed from five to ten. Additionally, themed DVDs have been packaged in one container labeled "Binge Watching." Each package might have five or six DVDs included.
- 3) Library Programs – Henricks reported planning an "All Community Reads" for the fall of 2019 with a theme of "restorative justice." The book she has selected is *Picking Cotton* by Jennifer Thompson-Cannino and Ronald Cotton. Partnerships for this project include the YM/YWCA, Telegraph Herald, Community Foundation of Greater Dubuque, and Five Flags Center. The program will take place during six to eight weeks next fall with 2,000 plus books distributed to community outlets in Dubuque at no charge. Along with book discussions, an author visit is planned, a panel with judges and attorneys will take place, and a presentation by YM/YWCA is planned on restorative justice. A funding request will be submitted to the Dubuque Racing Association (DRA) for the author visit and funding for the books will come from the Community Foundation and other donors.

Changing Lives Through Literature – Henricks report that this is a diversion program in partnership with Juvenile Court Services that was started in 2017 with a small grant from Better World Books. Youth that have experienced charges can opt to attend Changing Lives Through Literature in lieu of probation or other options.

The teens read three books during 10 classes and discussions are held, along with writing in journals. Successful completion in the program gives the teens a chance to start over. At this time the recidivism rate is about 20%, compared to the state average of 34%.

Henricks reported meeting with Nicole Mann of the Eastern Iowa Decategorization Coordinator and the Library was awarded a \$10,000 grant for the Changing Lives Through Literature program. These funds will be used for both youth and adult programs. Henricks will continue working with the Dubuque Juvenile Court Services, and begin a new Changing Lives Through Literature program in partnership with the Illinois Department of Corrections based from the Elm Street Correctional facility.

- 4) Personnel Update – Henricks report that she completed stay interviews and provided a summary of the stay interviews to the Board for review.
- 5) Marketing Update – Henricks reported that the Library's contract with Red Rokk ends December 31, 2018 and staff met with the marketing agency to discuss the transition. The campaign December highlights streaming video. The campaign for January will focus on digital magazines.

Henricks reported goals for downloadable materials and social media were met. The goal of increasing database use by 30% is being reviewed as Henricks' numbers show that we are at 60% of the goal, while Red Rokk report they had reached 99% of the goal as of October.

- 6) Plan of Service – Henricks reviewed the 2018 Plan of Service included in the Board packets. The plan consisted of 37 objectives under seven goals. Most objectives (70.3%) were met. Those not completed (nine) account for 24.3%. Two objectives having to do with database use are mixed and represent 5.4%.

The objectives that did not have successful outcomes can be divided into two categories. One category represents objectives that provide an opportunity for improvement, which we can continue working on in the coming year; such as, decreasing error rates on shelving and checking in materials, and increasing the number of visits to the Maker Space.

The second category represents objectives over which we have less control. Examples of objectives in this category include parking, west side residents using the C-SPL collection through the County Library District, attracting more visitors to the Teen Zone web site and checking out more Young Adult materials at a time when all print collections are showing decreases. However, this second category also offers an opportunity. The Library should continue to brainstorm ideas to raise awareness of these services targeted for higher use.

A 2019 Plan of Service has not been drafted yet. Henricks recommends waiting until a decision on whether to contract for a community survey, or a community survey that includes a strategic planning component. If the Board decides to focus on the community survey alone, a new Plan of Service for 2019 will be written and presented at the January meeting, otherwise the plan of service will change after the new strategic plan is complete.

- B. Comment Cards – The Board reviewed one comment card received and concurred with the response provided.

"Moved to receive and file the informational update from the Library Director including the Library Financial Report of Expenditure and Revenue, Fine Free Update, Library Use Statistics, Personnel Update, Marketing Update, Plan of Service and the Library Comment Card."

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

6) Action Items:

- A. Library Expenditures – Henricks provided an itemized report of FY-19 expenditures from November 26 to December 14, 2018 and the Board reviewed the report.

"Moved to approve Library expenditures for November 26 December 14, 2018."

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

B. Community Survey Quotes – The Board reviewed the quotes received for the community survey, which is budgeted this fiscal year at \$18,000. Henricks noted that that the IVY Group and Loras Collage have submitted quotes. The Ivy Group quote includes a separate attached quote to include the strategic plan.

"Moved to award Option B for \$11,000 to Loras College to conduct the Library's the Community Survey."

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

C. Fine Free Policy – After review of the statistical reports provided by Henricks, the Board agreed to adopt the Fine Free Policy starting July 1, 2019 with the understanding the City Council would need to approve the Improvement Package (IP) FY-20 budget request reducing the revenue collected for fines. The Council votes on the FY-20 budget in March, 2019. Reports on fines will be closely reviewed each month and the Board will look at this again in May, 2019.

"Moved to adopt the Library Fine Free Policy effective July, 2019 subject to City Council FY-20 budget approval for the Library fine reduction in revenue Improvement Package request."

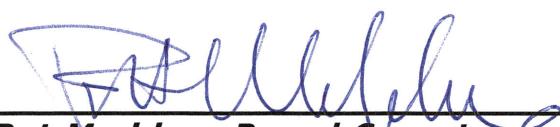
*Motion: Armstrong
Second: Maddux
Vote: Aye – 6; Nay – 0*

7) Communications/Public Comment – Carroll and Muchmore commented on the Marketing plan.

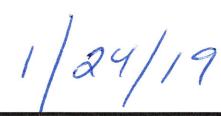
8) Library Board Adjournment – The Board adjourned at 5:58 p.m.

"Motion to adjourn."

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



Pat Maddux, Board Secretary



Date