

Carnegie-Stout Public Library
Board of Trustees
Meeting Minutes of January 24, 2019

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 24, 2019.

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

Excused: Trustee Greg Gorton

Public/Staff: Tom Feyen, 2263 St. John Drive, Dubuque Iowa; and C-SPL Staff Bill Carroll, Laura Feyen, David Green and Rachel Boeke

- 1) President Poggemiller called the meeting to order at 4:01 p.m. with the addition of the Library Budget Presentation review.

"Moved to adopt the meeting agenda of January 24, 2019 as amended."

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

- 2) Approval of Library Board of Trustees' Meeting Minutes of Thursday, December 20, 2018. The Board agreed on the following revisions as follows: page 3, item 5. A.3) second paragraph, change the word "report" to "reported" in the first sentence; and page 4, item 5. A. 4) change the word "report" to "reported" in the first sentence; page 4 item 5. A. 5) add the word "for" after campaign; and; page 6, item 6.B. delete the second "that" after the word "noted".

"Moved to approve the Board Minutes of Thursday, December 20, 2018 as amended."

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

- 3) 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 December, 2018"

Motion: Mullin
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-19:
 - a) Library Financial Report – Henricks reported December marked 50% of the fiscal year lapsing. Expenditures were at 56% and revenue was at 42% of projections. Revenue is down about 8% or nearly \$9,000. Income loss will not be realized until closer to the end of the fiscal year as frequent borrowers started the year with no fines on their accounts.
 - b) Fine Free Update – Henricks provided an updated table of overdue items featuring fine free months compared to a month with fines, January 16, 2018, for the Board's review. Henricks noted the end of the calendar year reflected materials kept longer. Henricks will continue this monthly analysis so that we can monitor overdues that will have fines associated with the accounts.

Surveys are being used to gain feedback from patrons on the Fine Free trial. So far, the surveys are showing 85% in favor of keeping the Library fine free.

- 2) Library Use Statistics – Henricks reported despite fewer visits in December compared to the same time last year, the number of items checked out increased 12% largely attributed to children's items, audio, and digital materials. The number of programs and attendance to programs has increased. The number of new certified makers was 46 during the month of December, compared to 10 new certified makers in December 2017.

Reviewing database use for the first two quarters of the fiscal year indicates Learning Express, Novelist Plus, ProQuest Historical Newspapers, Ref USA, and Morningstar Investments have had strong increases in use.

Freegal music increased in use 28% compared to the same time last year. E-books and e-audio also increased 28%. Overall downloadable materials increased 37% in check outs compared to the same time last year.

Social media showed unprecedented increases in the first six months of FY-19. There was an average of 35% fewer Tweets during the past six months compared to last year, but the engagement was higher. Facebook realized extraordinary growth; however, nearly \$8,500 was spent on boosting ads.

- 3) Library Program Review – Henricks provided background information on the art program at the Library, including the Library's permanent collection. There are eight artworks from the Library's collection stored at the Dubuque Museum of Art that will be part of the show in February and March. Henricks is recommending that these artworks remain out of storage, be restored as needed, and placed on permanent display so that they will be accessible to the entire community.
- 4) Library Budget Review – Henricks provided the draft presentation of the FY 2020 budget and 2018 highlights for the Board's approval. The Board approved of the budget requests and the budget presentation that will be presented to the City Council on February 11, 2019.

B. Comment Cards – The Board reviewed the three comment cards received and concurred with the responses 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, Marketing Update, Library Program Review, Library Budget Review and the 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-19 expenditures from December 18, 2018 to January 11, 2019 and the Board reviewed the report.

"Moved to approve Library expenditures from December 18, 2018 through January 11, 2019."

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

B. Library Plan of Service – Henricks reported that the Planning Committee met and finalized the draft of the 2019 Plan of Service for the Board's review. The Board requested that a goal to remove hindrances associated with parking be added. The Board approved of the Library Plan of Service as reviewed.

"Moved to approve the Library's 2019 Plan of Service with one additional goal to investigate parking alternatives to promote ease of access for patrons."

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

C. Marketing Coordinator – Henricks reported that seven candidates were interviewed for the Marketing Coordinator position. The Relations Committee met to review the finalists, participate in interviewing, and agreed on the recommendation for hire. Henricks shared a digital submission of the recommended candidate's marketing samples. Discussion was held on the pros and cons on hiring an employee versus hiring a marketing firm, such as McCollough Creative, who provided a marketing presentation at December's Board meeting. The Board expressed a preference for the Marketing Coordinator to work in the Library. In October, 2017, the Board had previously approved the expense of marketing efforts from the Mutschler Trust for either a marketing firm and/or marketing coordinator for two years. Red Rokk was funded in 2018. The expense impact to the Mutschler Trust for the Marketing Coordinator in 2019, with part time benefits, is \$38,124.00.

"Moved to offer the Marketing Coordinator (GE-31) position to the candidate as recommended and fund the position for \$38,124.00 from the Mutschler Trust."

*Motion: Monk
Second: Mullin
Vote: Aye - 6; Nay - 0*

The Board requested a review of the candidate at six months and to monitor marketing efforts and results.

D. Marketing Agency – The Board agreed on the need to table this item until such time a decision can be made.

"Moved to table the agenda item Marketing Agency."

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

E. Art for Permanent Exhibit – Henricks reported Art @ your library® opens on Friday, February 1 and this show will feature library-owned works of art. Some of them are rarely seen as they have been stored in a vault at the Dubuque Museum of Art. Five years ago they were on exhibit at the Library during an Art @ your library ® show before returning to the vault. The Library now has better climate control and all windows have UV protection and is in a better position to display these works permanently. Some of the art works will require restoration prior to hanging and the Lull Gift Trust and Walton Trust are suited for this expense. The Board decided that the works should be permanently displayed in the Library to increase public access to them. Henricks reported that the artworks are covered by insurance.

"Moved to approve keeping the eight works of art that are now in the current art exhibit that have been in storage at the Dubuque Museum; and, charge the Library Director with providing the Board with cost estimates for review for any restoration or repair of the artworks."

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

6) Library Board Adjournment – The Board adjourned at 5:15 p.m.

"Motion to adjourn."

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



Pat Maddux, Board Secretary



Date