

**Carnegie-Stout Public Library
Board of Trustees
Meeting Minutes August 27, 2020**

The Board of Trustees of the Carnegie-Stout Public Library (C-SPL) met by teleconferencing based in the Lacy Board Room at 4:00 p.m. on Thursday, August 27, 2020.

Present in Person: President Christy Monk (arrived 4:02 p.m.), Vice President Pam Mullin, Secretary Rosemary Kramer, Trustee Robert Armstrong, Trustee Victor Lieberman, Trustee Patty Poggemiller (arrived 4:07 p.m.), Director Susan Henricks and, Secretary Denette Kellogg.

Present Electronically: Trustee Greg Gorton

1. Vice President Mullin called the meeting to order at 4:01 p.m.

"Moved to adopt the meeting agenda of August 27, 2020."

*Motion: Armstrong
Second: Kramer
Vote: Aye – 5; Nay – 0*

2. Approval of Library Board of Trustees' Meeting Minutes of Thursday, July 23, 2020.

"Moved to approve the Board Minutes of Thursday, July 23, 2020."

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

Monk entered the meeting and took over as chairperson.

3. Election of Board Officers: Nominations and Vote – Monk asked for nominations for the Board President, Board Vice President and Board Secretary for the fiscal year.

"Moved to nominate Christy Monk as President, Pam Mullin as Vice President, and Rosemary Kramer as Secretary for Library Board of Trustees Board Officers."

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

4. Board President's Report:

A. The Board reviewed the Communication with the Dubuque City Council for July 2020.

"Moved to receive and file the Communication with the Dubuque City Council from July 2020."

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

Poggemiller entered the meeting.

B. Library Board Committee Appointments – Monk reviewed the various committee appointments. The President is a standing member of each committee. Monk made the following appointments:

- 1) Relations Committee – Trustees Armstrong and Kramer
- 2) Operations Committee – Trustees Lieberman and Poggemiller
- 3) Planning Committee – Trustees Gorton and Mullin
- 4) 28E Agency – Trustee Rose Kramer
- 5) Art Subcommittee – Trustee Armstrong
- 6) Library Foundation – Trustees Mullin and Poggemiller

5. Motion to Receive and File Informational Items:

A. Library Director's Report Summary and Update:

- 1) Library Financial Report Fiscal Year (FY) 2021 - Henricks reported July started the new fiscal year FY 2021 with 8% of the fiscal year lapsed. Revenue generated was at 4% of estimates, and expenditures were at 9%. The City has not implemented any additional budget cuts to date.

Henricks reported that the Library Expenditure report for the Board's review and approval has been provided in a different format.

- 2) Library Use Statistics – Henricks reported that the 4,936 number of past due items over 60 days is higher than it has been since the library started recording this statistic. Just 66.2% of items loaned are not past due, and this is a record low. The 4,936 overdue items total \$114,466.35. Materials due between April 1 and June 15 when the building was closed to the public were placed on "hold" and borrowers were told that they could hang on to the materials until the library reopened, or place them in the book drops. Late notices were not sent during this time.

The notification of past due materials was reinstated when the library reopened in June. When the library reopened, all media outlets were covered by the announcement encouraging people to return materials. In addition to the standard notifications of past due items, library employees telephoned individual patrons to remind them to return materials. Social media has also been used in an effort to reach borrowers. Unfortunately, the notifications have not had the desired outcome. Henricks reported that increased notifications continue to take place and formal restricted-certified letters are sent to those with balances over \$200.

Henricks reported that circulation of digital materials is 14% above last year at the same time. Social engagements are up compared to the same time last year. The number of visits to the library is down 68% and do not account for curbside pickup visits. Curbside pickups currently average about 15 each day.

- 3) Marketing Report – Henricks report that during June, Flipster digital magazines was promoted. Use was the highest since the introduction of this service, with an average of nearly 20 downloads every day of the month. The increase in use was maintained during the month of July with only a slight decrease. During July, Transparent Languages was promoted resulting in a 157% increase in use compared to June and the highest use in 11 months.

September is National Library Card Sign-Up Month. This year the focus is on targeting patrons who have not checked out materials from the library in six months. Patrons will be notified by e-mail to “come back” to the Library and check out materials. These patrons will have their name placed in a drawing to win one of four donated Hy-Vee gift cards if they check out an item in the month of September.

Carnegie-Stout has received the State Library of Iowa accreditation through 2023 and this was reported in a Telegraph Herald article.

- 4) Strategic Planning Update – Henricks reported On Thursday, August 20, 2020 she met with Rob Cullin and Janet Nelson of KBA, the strategic planning consultants. They discussed the Library's strategic plan, which has been on hold, and two concerns were identified. One is that participation via electronic meetings for focus groups will likely be low and could represent skewed demographics. The second concern is crafting a strategic plan in the midst of the pandemic cannot take use, funding, and community needs into consideration as changes are unpredictable. The Board agreed that the existing Plan of Service would continue for now and be updated as needed to reflect the Library's current services such as adding additional online and digital service goals.

- 5) Staffing Report – Henricks reported completing an evaluation of workload among the departments so that tasks can be reallocated as needed to ensure maximum productivity during the time of reduction of public service hours to the public with no budget reductions at this time.
- 6) Committee Update: Website Redesign - Monk reported that the Website ad hoc Committee met with Information Technology (IT) Services Manager Michael Kerth, and Marketing Coordinator Amanda Dolter, to review options to bring the Library's website in house. Kerth has built and designed a new website. This website would need to be updated with branding, setting standards, and adjusting content. The Committee agreed to recommend to move forward with this plan, with a new website to possibly launch by January 1, 2021 but no later than March 30, 2021. A hosting site would be used with a minimal annual cost and represent significant savings. Henricks reported that the current web hosting contract runs through March 2021, but the service can be terminated at any time with \$1,552 penalty to be paid for the last quarter.

B. Comment Cards – Henricks reported no comment cards were received.

"Moved to receive and file the informational update from the Library Director including the Library Expenditure and Revenue Financial Reports, Library Use Statistics, Marketing Report, and the Website Committee Update."

*Motion: Poggemiller
Second: Mullin
Vote: Aye – 7; Nay – 0*

6. Action Items:

A. Library Expenditures - Henricks provided an itemized report of FY 21, period one purchase order expenditures, and purchase card (P-cards) expenditures from June 23 through July 19, 2020 for Board review. P-cards expenditures are paid when the credit card statement is received about the 22nd of each month. The Board reported its approval of the new expenditure report compiled for review.

"Moved to approve purchase order expenditures for FY 21 period one; and, purchase card expenditures from June 23 through July 19, 2020."

*Motion: Poggemiller
Second: Lieberman
Vote: Aye – 7; Nay – 0*

B. Website Redesign – The Board reviewed options to bring the Library's website in house as presented by the ad hoc Website Committee. Henricks is requesting that the Board consider approving up to an additional five hours per week, equating to up to an additional \$8,810 per year from the Mutschler Trust, for the Marketing Coordinator to work on this temporary project. If approved, both IT Services Manager Michael Kerth and Temporary Marketing Coordinator Amanda Dolter will work together to complete the draft website created by Kerth. They will complete the website by adjusting content, setting standards, and introducing one theme/brand and voice. The site will launch any time between December, 2020 and March, 2021 before the current web site contract ends in March 2021.

"Moved to bring the website design in house and not renew the website service contract with Civic Plus that ends in March 2021; and, to expand the Temporary Marketing Coordinator's hours up to 25 hours per week, funded by the Mutschler Trust, through December 2020."

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

7. Library Board Adjournment – The Board adjourned at 5:02 p.m.

"Motion to adjourn."

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

Rosemary Kramer
Rosemary Kramer, Board Secretary

9-24-2020
Date