

ORIGINAL

Carnegie-Stout Public Library
Board of Trustees
Meeting Minutes December 17, 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, December 17, 2020.

Present in Person: Vice President Pam Mullin, Trustee Robert Armstrong, Trustee Greg Gorton, Trustee Victor Lieberman, Trustee Patty Poggemiller, Director Susan Henricks, and Administrative Assistant Denette Kellogg.

Present Virtually: President Christy Monk and Secretary Rosemary Kramer

1. President Monk called the meeting to order at 4:12 p.m.

"Moved to adopt the meeting agenda of December 17, 2020."

Motion: Poggemiller
Second: Mullin
Vote: Aye - 7; Nay - 0

2. Approval of Library Board of Trustees' Meeting Minutes of Thursday, November 19, 2020.

"Moved to approve the Board Minutes of Thursday, November 19, 2020."

Motion: Mullin
Second: Armstrong
Vote: Aye - 7; Nay - 0

3. Board President's Report:

- A. The Board reviewed the Communication with the Dubuque City Council for November, 2020.

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

Motion: Kramer
Second: Gorton
Vote: Aye - 7; Nay - 0

4. 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 that November marks 42% of the fiscal year lapsing. Expenditures were at 38%. Revenue was at 86% of projections.
- 2) Library Use Report – Henricks reported Library use has not changed a great deal from previous months impacted by COVID-19. Lower visits and checkouts of material continued, with digital materials continuing high growth.

Henricks reported curbside library visits for 27 days in November were 245, which represents an 18% increase over October. November visits inside the library numbered 10,103 or an average of 375 a day. Despite the lower number of visits the circulation of children's books during November was equal to that of November 2019. Curbside visits will be added to the statistical report in January.

Use of the Library's WhisperRoom showed strong growth – nearly 142% comparing this year to 2019. Much of this growth is attributed to employee time in the WhisperRoom (for podcasts, voice-overs for videos, etc.) that was not done previously. The Board discussed the value of having both the employee and patron time reported separately in the statistical report. The Board requested that the information be presented separately in the future.

- 3) Marketing Report – Henricks reported on the 2019-2020 marketing campaign with the following accomplishments noted:
 - The Marketing Coordinator wrote 95% of the press releases with a consistent message and style.
 - A new library brochure was designed and written
 - Onboarding emails that new library patrons receive were updated.
 - The Marketing Coordinator created and implemented monthly website, e-mail, and social marketing campaigns promoting digital resources. Reviewing the past 20 campaigns, 19 of the digital resources increased in use. Four saw triple-digit percentage increases, and 12 were double-digit percentage increases.
 - The “Open” campaign was used for all promotion to increase the “brand” and “message” and professional pictures were taken of library users to include in the content.
 - New outdoor banners were designed, created, and installed.
 - Two special campaigns were created with OnMedia, and funded by the Library Foundation, to promote the WhisperRoom and the Maker Space.

- A video was created to promote Youth Services for the 2020 Kids' Expo, and now with the homebound program.
- Logos for the All Community Reads and the Great Reading Challenge were created.
- A successful email campaign was launched in September to encourage patrons to visit the library if they had not been in since earlier in the year.
- The Marketing Coordinator is working with Information Technology Manager Michael Kerth to design a new website, which will result in savings when the existing site is no longer managed by Civic Plus in March 2021.

Henricks reported that the two-year term for the Marketing Coordinator will end in January. Part-time Marketing Coordinator Amanda Dolter has been with the Library about two years. A budget request as an improvement package for funding this position was not made due to the revenue shortfall that the City continues to experience.

The Library Foundation has granted funds to wrap the new van, which should be delivered in January. The Board approved expending funds from Enrich Iowa (direct state aid) to cover the cost of wrapping the three material return boxes so that the marketing theme and brand of the library is cohesive.

Henricks reported finding competitive vendors for the art audio tour of the Library's artworks from a more high tech tour with GPS and virtual tours to a more simplified tour solution with a map and audio. She plans to fine tune this information and provide it to the Board along with submitting a funding request to the Library Foundation for this project.

- 4) Staffing Update – Henricks reported that interviews are taking place, or recently concluded, for four positions: part-time custodian, full-time librarian, part-time library assistant (Circulation), and part-time library aide, (Youth Services). Recommendations have been sent to Human Resources for the part-time library assistant and part-time library aide with aide position approved and the other to be filled by the end of the month.

Henricks provided a schedule of library closings in 2021 that includes staff development day on Thursday, September 16, 2021.

- A. Comment Cards – The Board reported no comments cards were received during this period.

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

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

5. Action Items:

A. FY 2021 Library Expenditures - Henricks provided an itemized report of November 2021, period five expenditures, that includes both purchase orders and purchase cards expenditures for review. The Gifts Trusts period five financial report includes both receipts and expenditures for the Board review.

"Moved to approve expenditures for FY 21 period five, and the FY 21 period five Library Gifts Trusts expenditures."

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

B. Marketing Coordinator: Extension of Work Agreement – Henricks reported on the information provided in regard to the Marketing Coordinator position. She recommended a renewal of the work agreement for Marketing Coordinator Amanda Dolter that ends in January 2021. The Board reviewed the accomplishments of the Marketing Coordinator and agreed to extend the agreement for one year. The Board reported that the past two years' impact of marketing from the perspective of return on investment based on the accomplishments and outcomes be the ground work for a FY 22 improvement package for funding this position with the City. The Board voted to extend the agreement with the Marketing Coordinator for one year with the salary to come from the Mutschler Trust.

"Moved to extend the agreement with the Marketing Coordinator for one year with the wages to come from the Mutschler Trust."

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

C. Digital Wrap of Three Library Book Drops – Henricks reported that three of Library's book drops need wrapping so that the marketing theme and brand of the library is cohesive. Henricks is requesting funding for this project come from the Enrich Iowa (direct state aid) funds in the amount of \$14,152 received this fiscal year. These funds can be used for projects or services above and beyond the operating budget provided by the City of Dubuque, as set forth by and

agreement with the State Library of Iowa. This project is estimated between \$5,300 and \$5,800.

"Moved to use the Enrich Iowa (direct state aid) funds up to \$5,800 in the General Gift Trust for wrapping of the three Library material return boxes located on Bluff Street, Eleanor Roosevelt Middle School, and at the Asbury Plaza Hy-Vee."

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

6. Library Board Adjournment – The Board adjourned at 4:56 p.m.

"Motion to adjourn."

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

Rosemary Kramer
Rosemary Kramer, Board Secretary

1/28/2021
Date