

**Carnegie-Stout Public Library
Board of Trustees
Meeting Minutes of November 29, 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, November 29, 2018.

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

Excused: Board Secretary Pat Maddux and Trustee Greg Gorton

Staff: Adult Services Manager Bill Carroll; Library Assistant Rachel Boeke.

- 1) President Poggemiller called the meeting to order at 4:03 p.m.

"Moved to adopt the meeting agenda of November 29, 2018."

Motion: Kramer

Second: Mullin

Vote: Aye -5; Nay - 0

- 2) Approval of Library Board of Trustees' Meeting Minutes of Thursday, October 25, 2018.

"Moved to approve the Board Minutes of Thursday, October 25, 2018."

Motion: Mullin

Second: Kramer

Vote: Aye - 5; Nay - 0

- 3) Board President's Report:

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

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

Motion: Kramer

Second: Armstrong

Vote: Aye - 5; 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 that October marks 33% of the fiscal year lapsing. Expenditures are at 38%; however, the budget is right on target. The higher percentage has to do with more pay periods included at the end of October (by payroll we are 42% into the fiscal year) and utility bills, which are encumbered at the beginning of each year. Revenue collected is at 17% of projected income.

Henricks reported that the budget presentation to City Council is set for February 11, 2019 at 6:30 p.m. at the Historic Federal Building with a dinner provided. Susan requested that board members attending the dinner and/or the budget hearing should let Administration know.

- b) Fine Free Update –Henricks provided a detailed overview of fines and long lost material. What Carnegie-Stout is experiencing mirrors that of libraries nationwide who have adopted fine-free policies and shared the outcomes. More items are overdue short-term, but the returns are greater for items that have lengthy overdue status. The Board reviewed the report and Monk asked for the total fines waived on accounts of children. Poggemiller suggested collecting additional public input on this project and to also provide information on how staff time is being used that has been saved not collecting fines. Henricks reported she will get the children's statistics, look at ways to collect input for the Board's review, and provide a summary of tasks staff are doing with time saved. The Board agreed to make a final recommendation at the December meeting.

- 2) Library Use Statistics – Henricks reported that the number of visitors and checkouts was down in October compared to October last year – 3% and 6% respectively. Materials checked out to non-Dubuque residents increased 3.2%, but decreased 7% among Dubuque card holders. Several areas of service that have realized an increased in use are: the number of programs and attendees to adult, teen, and children's events increased; the digital collection realized an increase of 50% compared to the same time last year. The bike library made 55 different stops

during the summer with 2,072 interactions with people in the community (the bike library has been stored for the winter.)

- 3) Personnel Update – Henricks report that she is completing the final stay interviews. Those interviewed will number 38 and include Library Assistants, Library Aides, Supervisors, Managers, Custodians, and staff in Library Administration. Interns and entry-level clerks (formally known as pages, or shelvers), with the exception of two, were not interviewed. These positions typically work 5 to 10 hours a week and are almost seasonal in nature. Turnover is high as youth become involved in school activities, go to college, or others find jobs within their profession. Henricks reported she is hoping to objectively identify themes prior to the December board meeting and write up a summary with results for the Board and staff.
- 4) Marketing Update – Henricks reported that the position for a part-time marketing coordinator was not included in a City Council meeting agenda for November but will be included on the December 3 agenda. This means that the position will be advertised through December 23 and applications will then be reviewed with interviews beginning after the first of the year. It is unlikely that someone will be in place before the end of January.

The marketing campaign with Red Rukk ends on December 31. The focus for December is on streaming video.

The Board agreed to allow McCullough Creative to do a 20-minute presentation at the December 20, 2018 board meeting to include five minutes for questions. This is also the date of the Holiday Reception for staff and volunteers.

Henricks reported she has evaluated all advertising and promotion use this past year and provided a quantitative report for the Boards review of the following: C-SPL website, the Red Rukk social media campaign, advertising through OnMedia, and the library's presence on Facebook, Instagram, and Twitter. The results will provide information that the Board needs to plan for marketing in the coming year. The Board discussed the upcoming website redesign and how this should also positively impact the Library. Poggemiller suggested to help promote the Library through online videos through a partnership with the film classes at the high schools and the Board agreed with this recommendation. Henricks will contact the high schools to

investigate further. The Board agreed that the Library has seen success in various areas of the marketing campaign and should continue with these strengths. Henricks reported that staff can take over the marketing for January 2019 or until a new marketing firm or marketing coordinator is hired. The Board agreed to continue with the theme of the campaign until a new marketing firm or marketing coordinator is hired.

- 5) Facility Update – Henricks reported on receiving one estimate for the Whisper Room in the amount of \$19,477 and the Library Foundation and Dubuque Racing Association (DRA) project is moving forward. Monk reported that the estimate was from Klauer Construction and was all inclusive, meaning everything specified will be done.

The contractor that installed the new limestone steps at the historic building has denied any claim under warranty and believes that the algae growth is due to the unusual amount of rain this summer and early fall, preventing the steps from drying out. The rain along with little sun on the north side of the building resulted in increased algae growth. The contractor did note that the evaluation of the steps will continue as they try another method to seal the limestone. Mullin reported her dissatisfaction with the contractor not standing behind their work.

- B. Comment Cards – The Board reviewed the seven 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 of Expenditure and Revenue, Fine Free Update, Library Use Statistics, Personnel Update, Marketing Update, Facility Update and the Library Comment Cards."

*Motion: Monk
Second: Kramer
Vote: Aye – 5; 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 October 17 to November 16, 2018."

*Motion: Armstrong
Second: Kramer
Vote: Aye – 5; 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 also leads strategic planning and conducts community surveys as part of the planning process. The Board decided to table the decision until the December 2018 meeting and is requesting a quote from the Ivy Group on tying the survey to a strategic plan.

"Moved to table the Community Survey Quotes."

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

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

"Motion to adjourn."

*Motion: Monk
Second: Mullin
Vote: Aye – 5; Nay – 0*



Pat Maddux, Board Secretary

12/20/18

Date