

Meeting Minutes
Cedar Rapids Public Library
Board of Trustees
May 7, 2015

Board members in attendance: [Vice President] Harriet Kalinsky, Matthew Wilding, Susan Corrigan, Susie McDermott, Hilery Livengood, Jade Hart, Doug Elliott

Board members absent: [President] Joe Lock, Randy Ramlo

Staff in attendance: [Library Director] Dara Schmidt, Karen Johnson, Jessica Link, Carol Hoke, Roy Johnston, Christina Riedel, Shar Jones, Amy Ackman

Other: Cindy Monroe [President, Friends of the Cedar Rapids Public Library]; Amy Becker [Coordinator, Family Connections Library]

- A. Call to Order
 - Ms. Kalinsky called the meeting to order at 4 p.m.
- B. Consent Agenda – Action
 - Minutes – April 2, 2015

Ms. Livengood motioned to approve the consent agenda following a correction to the minutes related to Ms. Hart’s attendance. Ms. McDermott seconded. The motion carried with unanimous approval.
- C. Public Comments and Communications
 - There being none, the meeting continued.
- D. Foundation Report – Dara Schmidt
 - Charity Tyler was named as the Library Foundation’s Executive Director. She starts May 26. Ms. Tyler attended the May Foundation Board meeting on May 5.
 - The Library Foundation is recruiting for two new board members. Ms. Schmidt encouraged the board to bring forth names of anyone who may be a good fit for the Foundation to consider.
- E. Friends of the Library Report – Cindy Monroe
 - Ms. Monroe reported that the Friends are filing 4-5 new board members. They will hold a Garage Sale at the Library in May and have a presence at the Farmers’ Markets this summer. They have started using Square for credit card sales and have found that their sales have increased. The Friends Book Wagon will be part of the 2015 Freedom Festival parade. They will still hold their large annual sale the first weekend in November at the Cherry Building.
- F. Service Spotlight: Summer Dare – Jessica Link and Amy Ackman
 - a. Ms. Link and Ms. Ackman reported on the new summer reading program. The Library has planned a new summer reading experience starting June 1 with a kickoff party on May 30. The Cedar Rapids Public Library Summer Dare is a 12-week multi-generational program that offers a reading component and weekly themed dares/challenges to encourage lifelong learning. A tabloid, with the reading and dare logs, and event calendars, will be mailed to 15,000 homes in Cedar Rapids with children under 18 – a mix of library users and non-users. Prizes will not be routinely given throughout the program. Instead, all users will receive a notebook and Friends Book Nook Coupon at

the start. Upon completion, children and teens will select a new book and adults will get a Friends Book Nook Coupon. Some agencies still want to provide coupons, the Library will still hand those out but they will not be associated with program level completions.

G. Library Board Committee Reports

- Finance Committee – Matt Wilding, Committee Chair
 - There are no action items. Mr. Schmidt noted that finances are on track for the remainder of the fiscal year.
- Personnel and Policy Committee – Jade Hart, Committee Chair
 - There are no action items. At the June meeting, the annual director evaluation will be held.
- Advocacy Committee – Susan Corrigan, Committee Chair
 - Ms. Corrigan reported that the Advocacy Committee has been working toward long-term sustainability for the Library. Next month, they will recommend a 27-cent levy in November. The library is beyond rebuilding – and it is time for the community to weigh-in on support of the library. A 27-cent levy will increase property taxes by less than two dollars for each \$150,000 of assessed value.
 - Ms. Corrigan sees two things that will be impacted if the levy is unsuccessful:
 1. Demand. Our library has seen an increase of demand post-flood with a leaner staffing structure. Circulation was over 1.4 million, equating to approximately 11 items per every person in Cedar Rapids in a year. Pre-flood, this was 10 items per person. Meeting room usage is 10 times higher with over 100,000 people. Computer uses are over 100,000 sessions in a year. Over 660,000 visits were recorded in a year. Volunteer hours were over 10,000. The service delivery includes materials from downtown, Ladd, Marion and Hiawatha libraries, providing more options to meet the demand.
 2. Access. The number of hours the library is open a week equals higher access to the community needing/wanting library services. In the state, the Cedar Rapids Public Libraries are the only libraries that have equal access for both facilities.

A successful levy will keep access hours to meet the community's demand. Will the community support the demand for 7 day a week access?
 - The next steps. In June, there will be a formal board vote to pursue a 27-cent library levy initiative. If this passes, a citizen's group will be formed and a petition will collect signatures for levy language to be added to the November ballot. The levy language will not designate the type of funding but rather just notes "in support of the library."
 - In addition, Ms. Schmidt is working with Every Library – a non-profit 501(c)4 – that helps libraries with information campaigns for levy campaigns. The organization will help the library develop talking points, coach staff and create an information hub at the library for the campaign. Ms. Schmidt and John from Every Library are planning a day for library staff, trustees and key stakeholders to learn more about an information campaign. More will be forthcoming.
 - The Advocacy Committee has been working closely with the City and the Library Foundation, which has paid for the initial feasibility study.

H. Library Director's Report

- The Library team has started conversations with local schools to increase the number of library cards in students' hands and to increase library material usage by the students.

The discussions are in the early stages so it is currently unknown how it will work. Ms. Schmidt highlighted an article included in the packet: *ConnectED: Open Books and Open Doors*. She noted that the library will try to use President Obama's initiative as another method to get content to students and into schools.

- Ms. Schmidt highlighted another article: *Do We Need Libraries?* The article asserts that in order to remain relevant, libraries must focus on the customers' wants. Our library does this with fun, current programming, such as the STEM Fest, and remaining responsive and agile.
 - A visual representation of the internal values – We are Awesome – was discussed. These values will drive our strategic plan.
- I. Old Business
 - There being none, the meeting continued.
 - J. New Business
 - There being none, the meeting continued.
 - K. Adjournment
 - The meeting adjourned at 4:59 p.m.

The next Board of Trustees meeting will be held on Thursday, June 4, 2015 at 4 p.m. in the Community Room at the Ladd Library.