

Meeting Minutes

Cedar Rapids Public Library

Board of Trustees

April 5, 2018

Board members in attendance: [President] Harriet Kalinsky, [Vice President] Matthew Wilding, Mary Sharp, Jade Hart, Randy Ramlo, Susie McDermott, Hilery Livengood

Unable to attend: Hassan Selim, Clint Twedt-Ball

Staff in attendance: [Library Director] Dara Schmidt, Amber Mussman, Erin Horst, Kevin Delecki, Mary Beth McGuire, Jessica Musil, Patrick Duggan, Chris Stoner, Heidi Hartke

Others: Charity Tyler, Executive Director of the CPRL Foundation; Libby Slappey, President, Friends of the Cedar Rapids Public Library; Jessalyn Holdcraft, Jordan Atwater, Melissa Kurth McCarville, Leadership for Five Seasons.

A. Call to Order

- Ms. Kalinsky called the meeting to order at 4 pm.

B. Consent Agenda – Action

- Minutes: March 1, 2018
- Special Event Application

Ms. Livengood motioned to accept the consent agenda. Ms. Hart seconded. The motion carried with unanimous approval.

C. Public Comments and Communications

- There being none, the meeting continued.

D. Resolution in thanks of Leadership for Five Seasons

Ms. Sharp motioned to accept the resolution of thanks. Ms. McDermott seconded. The motion carried with unanimous approval.

- The board thanked the Leadership for Five Seasons Class of 2018. The 35 men and women of the class of 2018 selected the Dolly Parton Imagination Library (DPIL) as their class project. They raised \$15,000 as a donation to DPIL to support early literacy in our community. In addition this May, they will visit nearly 800 preschool children, hand out books, and ensure enrollment in the DPIL program.

E. Foundation Report – Charity Tyler

- Ms. Tyler is preparing for the DPIL fundraiser event with author Matt de la Peña on Monday, April 9. Tickets are \$25 and all proceeds, thanks for sponsors, will support the Imagination Library program. Ms. Tyler and Mr. Delecki are planning a community celebration on Saturday, April 14.
- The Foundation's bi-annual newsletter was mailed last week. Ms. Tyler also passed around examples of marketing materials, recently created to help promote the Foundation.

F. Friends of the Library Report – Libby Slappey

- The Friends will host a Sci-Fi themed book sale on Saturday, April 14 at the downtown library. They are also preparing for their annual EcoFest book sale in the Cherry Building.
- Ms. Schmidt thanked the Friends for their contribution to the One2Read program, which distributes books to all second graders in the area and brings an author for a reading/performance. This year, 2600 copies of *Last Stop on Market Street* by Matt de la Peña will be distributed to area second graders.

G. Library Board Committee Reports

- Finance Committee – Randy Ramlo, Committee Chair
 - **Action:** Amended Budget for FY19
 - The budget includes additional funding for \$100,000 in the Personal Services budget lines. The recommendation is to add 8-hours of service

to the libraries: restore Sunday hours 1-5 pm at downtown and open at 8 am Monday to Thursday at Ladd Library. The hours change will go into effect on July 1.

- \$74,770.40 has been designated for overtime to cover the Sunday hours. Based on the union contract, Sunday hours are time and a half.
- \$25,229.60 will go into regular employees' line to add a 19-hour staff member for Ladd Library. This will allow flexibility for Ladd to open earlier and provide coverage.
- The decision to add morning hours at Ladd was based on data: computer sessions and number of visitors. The data shows that the first hour open, from 9-10 am is busier than the last hour from 7-8 pm. Circulation data was considered but this can be impacted by staff processing the return of materials and does not accurately reflect patron-only use.
- The hours change will be piloted in FY19 and depending on response, may change for FY20. Library staff will develop the logistics including a communication plan prior to the change.

The motion for the amended FY19 budget carried with unanimous approval.

- **Action:** ImOn Contract

- Previously, Ms. Schmidt reported that the Library had a low score on Internet bandwidth on the Edge Survey. In response to this, Technology Solutions Supervisor Patrick Duggan has since improved our bandwidth. In addition, he has negotiated a three-year contract with ImOn at a lower rate than we have been paying with the increased bandwidth. The new contract is for \$2,212.82 a month or \$79,661.52 over the three years. The Library plans to do a full bid following the completion of this contract.

The motion for the ImOn Contract for \$79,661.52 carried with unanimous approval.

- **Action:** CDW Computer Equipment Purchase, not to exceed \$140,000

- The IT Team will replace all public computers with this purchase. The quote for 100 PCs is for \$128,700 but Mr. Duggan is requesting up to \$140,000 in case more items are needed as the order finalizes. The money comes out of the additional CIP funds available this fiscal year. The quote utilizes a negotiated contract through the City. Old PCs may be used for the Opportunity Center at Ladd Library, Marion Public Library, or community computer deployment, or be sold on GovDeals.

The motion for the CDW Computer Equipment Purchase not to exceed \$140,000 carried with unanimous approval.

- Personnel and Policy Committee – Hilery Livengood, Committee Chair
 - Ms. Livengood noted that the committee started the annual director evaluation process. Trustees were reminded to complete the online evaluation form by Friday, April 13.
- Advocacy Committee – Jade Hart, Committee Chair
 - There being no discussion, the meeting continued.

H. Library Director's Report

- Ms. Schmidt provided an update on the current strategic plan:
 - *Deploy library resources to at least three new locations/partners by April 2018:* we have computers at the Paul Engle Center and an embedded librarian with IowaBIG. We are working with the Eastern Iowa Airport for an eBook checkout kiosk; IT is testing products. Amber Mussman is advising a group of seniors from Kennedy High School to launch their class project: Cougar Corners. They have bookshelves and books to disburse to local healthcare clinics. Children in the clinics will have access to books and can also take them home.

- *Evaluate participation in MICRO by May 2018:* Time commitments for this loan program have decreased. The library wishes to continue involvement because it's a great support for small business entrepreneurs.
 - *Readers' Advisory – Create plan by May 2018:* Erin Horst's team is finishing a plan incorporates readers' advisory, including display guidelines.
 - *Streamline MLN Processes:* There are four initiatives under this goal – redeploying 20% of staff hours, simplified customer valued processes, cataloging processes, and circulation processes. These are all tied together. Some processes are currently being implemented and others continue to be developed with our MLN partner libraries.
 - *Dedicate an average of five staff hours a week to outreach:* Ms. Schmidt would like to hold on this initiative. She believes it would be better served in the new strategic plan.
- Ms. Schmidt thanked Ms. Sharp for her recommendation to complete the Dardis Communication training on Leadership Presentation and Image Skills. Ms. Schmidt attended in early March.
- Seven staff and one trustee attended the Public Library Association (PLA) conference in Philadelphia in March. Mr. Wilding shared some of the highlights from his experience including how libraries can partner with their cities to address societal issues, eliminating fines and fees on children's materials, and merging Friends and Foundations.

I. Old Business

- Strategic Planning Update
 - **Action:** Approve Broad Strategic Priorities
 - The board reviewed the broad strategic priorities as presented in the packet. Ms. Schmidt noted the priorities to consider are: Literacy, Access, Communication, and Inclusion. Any bullet points below are purely for illustrative purposes – actual strategic work will be developed with the staff work groups.
 - Ms. Schmidt also asked the board to consider Organizational Health. The consultant felt it was an important recurring theme. However, organizational health is internal and Ms. Schmidt would like the overall focus of the strategic plan to be about the community. The Library, along with the City of Cedar Rapids, has started working on a five-year Organizational Health initiative.
 - The general consensus was to incorporate the Communication priority into the Literacy, Access, and Inclusion priorities. Organizational Health will not be a separate priority but instead acknowledged as a foundation of all the other priorities.

Mr. Wilding motioned to approve the strategic priorities of Literacy, Access, and Inclusion while incorporating Communication and acknowledging Organizational Health as a foundation for the plan. Ms. McDermott seconded. The motion carried with unanimous approval.

J. New Business

- **Action:** Donor Wall – approve basic concept design
 - Ms. Tyler has been working with Ms. Dermott and Mindy Sorg of OPN to develop a donor recognition wall for planned gift donors and memorials at the downtown library. This would be separate from the Library 3.0 Campaign donor wall. A concept by ASI was presented. The donor wall will be mounted on the wall to the right of the 4th Avenue entrance doors. Ms. Tyler plans to develop the donor recognition gift thresholds.

*Ms. Sharp motioned to approve the donor wall basic concept design. Mr. Ramlo seconded.
The motion carried with unanimous approval.*

K. Adjournment

- There being no further business, the meeting adjourned at 5:43 pm

The next Board of Trustees meeting will be held on Thursday, May 3, 2018, at 4 pm in the Conference Room at the Downtown Library.