

Meeting Minutes
Cedar Rapids Public Library
Board of Trustees
Aug. 2, 2018

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

Unable to attend: Clint Twedt-Ball, Hassan Selim

Staff in attendance: [Library Director] Dara Schmidt, Amber Mussman, Jessica Musil, Patrick Duggan, Erin Horst, Jessica Link

Others: Libby Slappey, President, Friends of the Cedar Rapids Public Library; Michael Galloway, Ahlers & Cooney, PC; Kay Sullivan and Jean Kirby, community members

- A. Call to Order
 - Mr. Wilding called the meeting to order at 4:01 pm.
- B. Consent Agenda – Action
 - Minutes: July 5, 2018
 - Ms. Hart motioned to accept the consent agenda. Ms. Kalinsky seconded. The motion carried with unanimous approval.*
- C. Public Comments and Communications
 - There being none, the meeting continued.
- D. **Action:** Resolution in thanks of Kay Sullivan
 - Ms. Sharp motioned to accept the resolution of thanks. Ms. McDermott seconded. The motion carried with unanimous approval.*

Ms. Challenger joined the meeting at 4:03 pm.

- For the past 30 years, Ms. Sullivan and her students at St. Pius X School have created large dinosaur replicas. The dinosaurs have been displayed in the Cedar Rapids Public Library from the beginning and have become widely recognized by the community.
- E. Foundation Report – Charity Tyler
 - Ms. Schmidt reported for Ms. Tyler. The Foundation will host a Back to School event on Aug. 11 to promote the Dolly Parton Imagination Library (DPIL) program. In addition, a staff giving campaign started to support DPIL. The goal is \$2,000, which is equivalent to 80 kids or one full school bus, for one year.
 - The donor wall design has been approved. It will be on the interior wall to the right of the 4th Avenue doors. A dedication is planned for October.
 - F. Friends of the Library Report – Libby Slappey
 - Ms. Slappey noted that the Friends are developing criteria for accepting donated books. Some books need to be recycled and options for recycling locally and responsibly are a bit limited.
 - G. Library Board Committee Reports
 - Finance Committee – Randy Ramlo, Committee Chair
 - June financials are not yet available; the committee did not meet in July.
 - Personnel and Policy Committee – Clint Twedt-Ball, Committee Chair
 - There being no report, the meeting continued.
 - Advocacy Committee – Jade Hart, Committee Chair
 - Committee Updates

- Ms. Hart shared a schedule of advocacy efforts the board will participate in over the next fiscal years. The goal is not to necessarily raise funds but gain supporters.
- We can use the market segmentation data, derived from the strategic planning process, to target populations we are missing. The Library also plans to highlight services we already provide through targeted marketing pieces.

H. Library Director's Report

- **FY20 Budget**
 - The budget cycle has started earlier than normal – Ms. Schmidt must submit a first draft on Aug. 3. She will make the recommendation for an additional \$250,000 to re-open Ladd on Saturdays, which would restore all hours lost in 2016 following the levy vote. Hour changes starting July 1, 2019, will be determined as the budget is confirmed.
- Road construction around the downtown library will conclude in the next week or so. Ms. Schmidt shared that door counts and circulation has decreased from last year. However, program attendance and computer usage has remained steady. We have also seen a significant jump in eBook and downloadable audiobook usage in June and July, although their use has been steadily increasing in the last year.
- Summer Reading ended on July 28 with a community celebration at the downtown library and Greene Square. As reported at the end of the summer reading celebration, participants read approximately 1.4 million minutes, which is about 200,000 more minutes than last year's celebration numbers.

I. Old Business

- **Action Item:** Strategic Plan Initiatives
 - The plan, following data collection, work group development, and multiple revisions, is ready for approval. This is not in order by what to accomplish each year of the plan. Instead, it is a basic guide to get the respective library departments ready to investigate and incorporate the strategies into an operational plan. The goal is for the plan to be three years or potentially up to five years, depending on the needs of the plan and department to best serve the community.
 - The final internal operationalized plan will be further developed to include baseline data, measures of success, deadlines, and resources required.
 - Following approval of this plan, The Ivy Group will develop a printed document we can use for advocacy efforts; an online version will include data.
 - Ms. Schmidt noted that as the plan is operationalized, we may need to stop doing things to make room for the new initiatives.

Mr. Ramlo motioned to approve the Strategic Plan initiatives as presented in the packet. Ms. Challenger seconded. The motion carried with unanimous approval.

J. New Business

- **Closed Session:** Iowa Code §20.17(3). Michael Galloway from Ahlers & Cooney, PC, re: Chapter 20 Changes
 - Mr. Wilding read aloud the Iowa Code pertaining to reason for going into closed session. He also noted that this request was made at the recommendation of Mr. Galloway.

Ms. Hart motioned to enter closed session. Ms. McDermott seconded. The motion was carried with unanimous approval following a roll call.

- The roll call was taken of those present in the closed session: Harriet Kalinsky, Susie McDermott, Monica Challenger, Mary Sharp, Randy Ramlo, Jade Hart, Matt

Wilding; Ms. Schmidt and Mr. Galloway remained, all others departed. The board went into closed session at 4:48 pm.

Ms. Kalinsky excused herself from the meeting at 5:15 pm

- The meeting resumed in open session at 5:22 pm.

K. Adjournment

- There being no further business, the meeting adjourned at 5:23 pm

The next Board of Trustees meeting will be held on Thursday, September 13, 2018, at 4 pm in the Community Room at the Ladd Library.