

Meeting Minutes
Cedar Rapids Public Library
Board of Trustees
May 5, 2022

Board members in attendance: [President] Jade Hart, [Vice President] Clint Twedt-Ball, Susie McDermott, Monica Challenger, Jeremy Elges, Mary Sharp, Hassan Selim, and Rafael Jacobo (all via Zoom)

Staff in attendance: Dara Schmidt and Jessica Musil (in person); Amber McNamara, Patrick Duggan, Jessica Link, Sarah Voels, and Todd Simonson (all via Zoom)

Others: Charity Tyler, Executive Director, Cedar Rapids Public Library Foundation (via Zoom); and Libby Slappey, President, Friends of the Cedar Rapids Public Library (in person)

- A. Call to Order
 - Mr. Twedt-Ball called the meeting to order at 4 pm. The Consent Agenda vote was delayed until quorum was established.
- B. Public Comments and Communications
 - There being none, the meeting continued

Ms. Sharp and Mr. Elges joined the meeting at 4:01 pm.

- C. Consent Agenda – **Action**
 - Minutes: April 7, 2022
 - Ms. McDermott motioned to accept the consent agenda. Ms. Hart seconded. The motion carried with unanimous approval.*
- D. Foundation Report – Charity Tyler
 - The Foundation held their first in-person donor event since 2019 with Literary Vines on April 29. The event successfully raised over \$30,000 for library programs and services. University of Iowa students provided support and volunteers to earn their event management certificate.
 - A full-time development associate position was posted and closed on Friday, April 29. Ms. Tyler will work with City Human Resources, and hopes to welcome a new team member around July 1.
 - Dolly Parton’s Imagination Library (DPIL) continues to go well. This past month had the highest new enrollments in the last three years. Ms. Tyler has seen significant growth with the enrollment marketing campaign with commercials on 20 cable channels, purchased advertising with Facebook promotions, and ads on Google and YouTube. The campaign is managed by DeNovo, a local marketing firm.
 - Ms. Sharp asked how many people attended Literary Vines. Approximately 110 attended with 119 tickets sold. Ms. Sharp asked about the students’ involvement. This was the first time the Foundation has assistance from University of Iowa students. Ms. Tyler hopes to do it again. She provided information on the event and students chose it for their project. Six students planned and worked the event, which allowed Ms. Tyler to mingle and talk with donors.
 - Ms. Slappey asked about the book arch, which was part of the event. Ms. Tyler noted we were unable to keep it due to limited storage. One of the student’s grandparents decided to gift the arch to the student. Books in the arch were donated by the Friends.
- E. Friends of the Library Report – Libby Slappey
 - Friends volunteers transferred books from the library sorting center to the Cherry Building for the big book sale next week. Ms. Slappey reported a great response from community volunteers and Coe students to help move items. Several volunteer openings are still open for the sale itself – contact Ms. Slappey to sign up.

F. Board Education: Strategic Plan – Dara Schmidt

- Ms. Schmidt reviewed the next three-year strategic plan. This discussion is an opportunity for questions and comments with a vote for the final draft in June. The main question this plan hoped to answer is how we can serve the community better.
- The previous plan was done with the help of a consultant, and in October 2021 the trustees decided literacy, access, and inclusion – the three strategic pillars – were still important to pursue. We experienced delays and changes caused by the pandemic, and work in these areas were still relevant and vital to our community. This new plan was developed using data, community surveys, and conversations with community stakeholders, staff, trustees, and city leaders.
- The Mission and Vision were revised in the previous plan and still applies today. Our values were adopted, which aligns with the City's values, and we added new guiding principles.
- Ms. Schmidt discussed the plan as presented in the packet. Following the plan's approval, library leadership will develop operational plans for staff to complete the tasks over the three-year period.

Mr. Selim joined the meeting at 4:33 pm.

- Ms. Sharp asked if measures will be included in the operational plan. Ms. Schmidt noted that they would, and outcomes and outputs will vary on the initiative. There was no further comments or feedback on the plan, and Ms. Schmidt encouraged trustees to share with her any other thoughts.

G. Library Board Committee Reports

- Finance Committee – Monica Challenger
 - Ms. Challenger reviewed the March 2022 financials. At this point of the year, the percentage spent and received are on track with the projections. No items were pulled out for discussion.
- Personnel and Policy Committee – Susie McDermott, Committee Chair
 - Last month, we finished reviewing the State Library Handbook so this month's discussion relates to policy review.
 - **Action:** Policy Review:
 - 2.03 Gifts and Memorials. The suggested changes to this policy are minor – mostly to clean up formatting and word choice. There were no questions or discussions for this policy.
 - 2.04 Evelyn Zerzanek Collection. This art collection is a beloved part of the library but has some forthcoming issues to address. For time first time since the flood, we are now in possession of the collection. It was previously housed by the Cedar Rapids Museum of Art. The museum cared for and showed pieces but ultimately ran out of storage space. The library purchased archival storage, and will need to do internal operational work to have the collection reappraised and determine a deaccessioning process. However, a first step is to realign the policy on what the collection really is and what we can do with it today. The original intention is not reflective today's reality – the collection is a piece of library history and legacy. Similarly, industry standards and copyright laws changed so we cannot add further pieces to this collection. We will work with consultants to give us guidance on the collection moving forward – anticipate working on this in the future.

The policies, as presented in the packet, and their respective changes were approved unanimously.

- Advocacy Committee – Mary Sharp, Committee Chair
 - There is no report at this time. Since the last meeting, there has been no changes in library-related bills at the legislature. The committee focused on the Literary Vines event and the Friends big book sale in the last month.
 - Westside Project Committee – Clint Twedt-Ball, Committee Chair
 - Many things have been happening with the west side project. The Foundation hosted lunch with community stakeholders who may be interested in learning more about the project. Ms. Tyler noted they were potential donors, westside business owners, and other stakeholders. A draft of the casebook, which will be used to conduct a financial feasibility study, was presented, and feedback from the attendees will be incorporated for future conversations. The lunch was held in the Opportunity Center classroom so attendees could see the activity for services and the food pantry offered by the Opportunity Center and Urban Dreams.
 - At this time, a majority of the work is funneling through the Foundation board and will be brought to the library board in due time.
- H. Library Director's Report
- Ms. Schmidt highlighted the data charts comparing circulation statistics from March 2019 and March 2022. Following the pandemic, there's been a shift toward digital collections, especially for adults, versus physical. Streaming also increased and DVD check-out dropped significantly. She does not anticipate this will rebound as patron-use changes over to streaming. The Materials team is in the process of removing the disc dispensers due to age and lack of replaceable parts. Items are going back on the shelf without issue, and DVDs have little to no resale value as they did even five years ago. Mr. Twedt-Ball stated it is great to see circulation increasing for children's and young adult books.
 - Friday, May 6 is one of the biannual professional development days for staff. The libraries will be closed as staff focus on strategic plan and become CPR/First Aid certified.
- I. Old Business
- There being no old business, the meeting continued.
- J. New Business
- Ms. Hart shared that both Ms. McDermott and Ms. Sharp agreed to serve on the Nominating Committee. At the June meeting, they will make a recommendation for the slate of officers before an official vote at the July meeting.
- K. Adjournment
- There being no further business, the meeting adjourned at 5:06 pm.

The next Board of Trustees meeting will be held on Thursday, June 2, 2022, at 4 pm in the Community Room, Ladd Library