

**BOARD OF TRUSTEES REGULAR MEETING**  
**January 15, 2014**  
**Carrico/Fort Thomas Branch**

**MINUTES**

**CALL TO ORDER:** President Cathy Howard called the regular meeting to order at 5:30 p.m.

**ATTENDANCE:** Board members present were: Cathy Howard, Paul Johnson, Christie Fillhardt and Steven Trumbo; absent: Mike Whiteman. Also present were Louis Kelly, Library Attorney; JC Morgan, Library Director; Rachel Folz, Digital Marketing Manager; Pam Vincent, Carrico/Fort Thomas Branch Manager; Kiki Dreyer Burke, Public Relations Manager; and Chantelle Bentley Phillips, Assistant Director.

**REVIEW OF AGENDA:** No changes.

**INVITATION FOR PUBLIC COMMENT:** None

**Friends of the Library, President's Report:**

Sue Crouch reported on the Friends' support of the library through fund raising at book sales and through generating library awareness in the community. The Friends hold six 3-day book sales each year. At the January book sale they made \$2,000. Prior to the 2008 economic crisis, each book sale generated that much income, if not more, but since that time the economy has really impacted the sales. The Friends also hold a 3-hour sale on the last Thursday of the each month except in November and December. The money raised during the book sales funds the Children's Summer Reading program; three \$1,500 scholarships for continuing education for library staff; celebration of National Library Workers Day; the Birthday Club for children; the Let's Talk, Regional History, and Arts and Culture series; and paid for murals at all three branches. The Friends provide the library with about \$29,000 each year. The Friends also volunteer at the Summer Reading kickoff event as well as at author visits. Gene and Joyce Maegly drives the library's van during local parades. Sue reported that the nine-member board works together to make spending decisions but there are 27 active volunteer members who help with booksales and other activities. The total number of members, right now, is around 150 members. The Friends are currently in their membership renewal period. Cathy Howard asked about the Friends' online presence. Sue reported that they place an ad on the bookfinder.com website. The Friends' Board is talking about creating a Facebook page but they are afraid that they don't have the time or expertise. Christie Fillhardt had no idea the Friends did so much for the Library. Sue added that the volunteers enjoy working with each other and enjoy what they do. She also mentioned the small sales that happen in the branches. These sales are stocked by the Friends but managed by the branch staff. Carrico/Fort Thomas sells about \$900 every 2 months. In total, the branch sales make close to \$2000 every two months. The Friends purchase earbuds, fax cards and flash drives and then sell these at cost as a service to library patrons. Cathy Howard asked what the Library Board of Trustees can do to help. Sue replied the Board can network and advertise book sales. JC suggested the Library Board volunteer at one of the sales to see what it's like. Finally, Sue mentioned that the Friends send boxes of books to local schools and to our sister library in McLean County.

## MANAGERS' REPORTS:

Rachel Folz, Digital Marketing Manager, reported that she has been with CCPL for 2 weeks and 3 days and has had an extensive orientation process to learn about libraries. She came to us from Fox19 News where she was Digital Marketing Director. She is learning about all the things the Library does but, with so many activities, it is hard to find focus. Rachel reported she is tailoring the Facebook message to our audience which, predominantly, is women from 25-54 years old. We have a small Twitter following but she is working to increase the number. We are seeing more shares on Twitter and more likes on Facebook. Rachel reported that she is publicizing the Friends book sales, the collection and will continue to promote our services and the collection. Rachel feels it is important to educate the public about all we do and, being new to our library, she can't believe how much we do in our community. Rachel has gone with Adult Outreach Services Librarian Diane Katz to a Read-a-loud Book Club she hosts with a group of Seniors. Rachel will also attend programs with Michele Turner, our Early Literacy Outreach Librarian. As an example of how she is connecting our website promotions and social media, Rachel reported that she created a page on our website for the Super Saturday programs. Then, for the Star Wars Jedi Academy program happening at Cold Spring, she took the light saber craft being made at the program and shared the instructions on Pinterest. She also did an Instagram photo of the light sabers and encouraged people to enroll their Jedi in our academy. Finally, she then tweeted about Super Saturday on our Twitter account. Rachel is using a free service which offers real-time link tracking statistics. With this, Rachel can track the links that she makes with our posts and can tell what folks do and don't like. She also intends to use heat mapping to tell where patrons click on our website and can tell the path they take as well as how they use the website. She will do this for 60 days. Rachel also reported that she is excited about developing the website. Finally, Rachel said, "I love it here and am having a great time." Cathy Howard likes her enthusiasm.

Pam Vincent reported on facility improvements at the Carrico/Fort Thomas Library. Automatic doors have been installed on the doors that lead to the back parking lot and folks are using them. We lowered the book return by adjusting the concrete the book drop sits on. Fewer people are having to get out of their cars to place books in the return. The pergola was finished. Paul Johnson added that he still has some work to do on it. Pam also reported that a patron wants to donate material or a bench for the pergola. Cathy Howard added that we appreciate all of Paul's hard work on the pergola. Pam reported that the Eben Alexander event had a packed house and went very well due to a lot of planning. Many attended this event who have never been to the Carrico/Fort Thomas Library and they mentioned how beautiful the building is. Pam added that the Northern Kentucky Business Coaches used the meeting room recently, loved the building, and enjoyed having their meeting here. Pam also reported that the staff is having more success doing outreach with the schools. Mike Fair, the Adult/Teen Programmer, is finding different ways to get into the schools and was able to go to St. Therese and Highland HS to promote Teen Read Week. He got a new student to attend his Wii program due to this outreach. St. Thomas Middle School called Mike and asked him to come and teach about how to use our database and about determining good sources etc. When all was said and done, he ended up talking to the whole school. Beth Eifler, the Adult/Teen Librarian, went with him to help due to the size of the group. She has also been going with Pam to the Fort Thomas Business Association meetings. It was at one of these meetings that Pam connected with the Northern Kentucky Business Coaches. Cathy Howard commented on another awesome book display at the branch.

Kiki Dreyer Burke reported on the Signature Series and the multiple piece promotions for these events – a direct mail postcard and ticket are created for each of these events. Kiki reported that a program was also created for the Falcon Theater event. She then reported on the Children's brochure that is created

for each of the three programming cycles. Saturday programs are new to that brochure. With all that is happening in the Children's department, this brochures becomes a one-stop shopping for all the programs for kids and families. Kiki also reported that we have had some really good publicity with three major stories in media. An article in the Campbell County Recorder talked about the Anime/Gaming Convention program at Cold Spring that targeted 20 somethings. There was also an article on the Sensory and Spanish Story Times and an article on the Arts and Culture series. Lastly, Kiki reported that she and Rachel are already seeing ways that they can partner with each other in promoting the Library.

**ATTORNEY'S REPORT:** Louis Kelly reported that he had nothing to report until the Board proceeds into Executive Session.

**PRESIDENT'S REPORT:** Cathy Howard reported on thank you notes received from Holy Trinity in regard to a donation the school received from the Friends. She also reported on questions received about the South Branch and that it is good to know people are still interested.

**REGIONAL LIBRARIAN'S REPORT:** Charlotte McIntosh's report is attached.

**LIBRARY DIRECTOR'S REPORT:** Steven Trumbo questioned JC about police being able to view the live feed from our video cameras. JC reported that, in the past, the police have not had access to live feed but only to captured video. Paul Johnson asked why the police wanted to view the video. JC reported that, in one instance, the police had been working on a heroin investigation and, on another, a gentleman was suspected of stealing videos from one of our branches. JC also reported that the police must be onsite to view live feed and that we previously allowed them to view the captured video through our equipment. JC added that the recordings from the video cameras can also be used to verify patron complaints. Steven reported that he was caught by surprise that we were doing that. JC assured Steven that the Director is the only one who give permission to the police to view video. Louis Kelly added that Boone County Clerk shows live feed of the line of those waiting to purchase tags for their vehicles so that people can see if they should come or not. JC then asked the Board if anyone would like a banker's box to keep paperwork in and folders for the things that they accumulate as trustees. He will bring them to next meeting. Steven, Paul and Christie all wanted one. JC then reported that circulation is up 5% over last year and visits are up as well. He also reported that we have been using Collection HQ for 3 months and that is not enough time to tell us how the collection is being used with any great certainty. However, in a Collection HQ Training session recently, we learned how to create a spending plan using the information in the database. Keyth Sokol, the Collection Services Coordinator, created a spending plan for the rest of our fiscal year budget. Paul Johnson asked about a statistical report that JC had sent to the Board showing how we compare to other libraries nationwide. JC said that we fair well nationally even in funding because Campbell County land values have been, for the most part, fairly static.

**COMMITTEE REPORTS:** None

**UNFINISHED BUSINESS:** None

**NEW BUSINESS:**

- Review and approval of the General Policies: Steven Trumbo moved to approve the General Policies with suggested changes, Paul Johnson seconded, all were in favor and the motion carried.

- Modification of Director's contract in regard to cell phone service. JC will begin receiving a stipend instead of the Library covering the entire expense of his cell phone plan. The stipend system is used for other employees who frequently use their cell phones for business. Cathy Howard signed an addendum to the Director's contract that has been approved by our attorney. Steven Trumbo moved to approve the addendum, Paul Johnson seconded, all were in favor and the motion carried.
- JC suggested that, due to redistricting changing our representation, we not go to Legislative Day this year. Cathy Howard said that she will defer to JC's judgment in regard to attending Legislative Day.

**FINANCIAL REPORT:** Paul Johnson moved to approve the Financial Report, Steven Trumbo seconded, all were in favor and the motion carried.

**MINUTES:** Steven Trumbo moved to approve the minutes as presented, Christie Fillhardt seconded, all were in favor and the motion carried.

**NEXT MEETING:** Wednesday, February 19th, 5:30 p.m. at the Cold Spring Branch.

**EXECUTIVE SESSION:**

- Steven Trumbo moved that the Board of Trustees of the Campbell County Public Library proceed into closed session under KRS 61.810(1)(c) to discuss litigation involving the Library, Paul Johnson seconded the motion, all were in favor and the motion carried.
- Cathy Howard, Board President, announced that the Board of Trustees of the Campbell County Public Library would go into executive session at 6:31 p.m. to discuss litigation involving the Library.
- Steven Trumbo moved that the Board of Trustees of the Campbell County Public Library end the closed session, Mike Whiteman seconded the motion, all were in favor and the motion carried.
- Cathy Howard, Board President, announced that the Board of Trustees of the Campbell County Public Library would return to open session at 7:00 p.m.

**ADJOURNMENT:** Cathy Howard called the meeting to an end at 7:00 p.m.

Respectfully Submitted,  
Chantelle Bentley Phillips, Assistant Director

---

Cathy Howard, President

---

Christie Fillhardt, Secretary