

BOARD OF TRUSTEES REGULAR MEETING
October 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; Charlotte McIntosh, Regional Librarian; Mike Fair, Carrico/Fort Thomas Public Services Library; Pam Vincent, Carrico/Fort Thomas Branch Manager; Rachel Folz, Digital Marketing Manager; Kiki Dreyer Burke, Public Relations Manager; and Chantelle Bentley Phillips, Assistant Director.

REVIEW OF AGENDA: No changes.

INVITATION FOR PUBLIC COMMENT:

- Joe Schwerling of Fort Thomas

ARCHITECT'S REPORT:

Joe Hayes, of Robert Ehmet Hayes & Associates, introduced himself to the Board and referenced that his firm had worked on the South Branch project and works with the Boone County Public Library in the planning and design of their library building projects. Joe reported on roof and drainage problems with the Newport Library as well as the proposed parking lot expansion. He also reported on the need for snow guards to be installed around the entire roof at Newport and also on a portion of the Cold Spring roof. To solve the roof and drainage problems, new gutters, downspouts and underground piping in the parking lot would need to be installed of an adequate size. Currently, the gutters, downspouts and pipes are of residential size and are not adequate for the amount of water coming off the roof during torrential rains. The parking lot expansion would increase the Newport lot by 46 spots and would allow for a fresh seal coating over the entire parking lot as well as installing an additional light pole and electrical outlets in the current light poles to use during outside events. Joe also showed the plans for the renovation of the lower level of Newport. Paul Johnson asked Joe about the material that would be used for the gutters. Joe reported they would be coated aluminum or steel gutters custom painted to match the current building colors. The plans for the lower level that Joe presented are fully code complaint and meet all ADA requirements. Joe also provided estimated costs for all the above referenced work. Joe added that these still need to be contracted out and this is just his best guess and the cost could be higher but could be lower. JC Morgan reported that he had originally budgeted \$35,000 for lower level before we decided to contract with Ehmet Hayes and Associates. Paul also asked about tearing up the ground around Newport and did Joe plan on doing the parking lot and piping work in stages or at one time. Joe reported that he would do the work all at one time. JC added that, at some point, we would have to turn off the geothermal pump to be able to connect the pipes. Paul asked about the water drainage in the existing lot. Joe reported that there is no problem with the concept behind the existing sheet drainage and that we just need to make it easier for water to flow naturally off the lot. We could do the seal coating for the parking lot in halves to minimize disruption. Joe has not been up in the roof to look the structure above the stairwell where we've had problems with leaks but will get up there with Jerry next week.

MANAGERS' REPORTS:

Pam Vincent reported on the only two open positions the Carrico/Fort Thomas has had in the past year. Both positions were filled in July. The page courier was filled by Cassie Fisher and the reference assistant position by Raneë Stemann. Raneë is a Fort Thomas resident with a background in systems work. Pam is utilizing Raneë's skills by having her update the public computers. Raneë is also assigned to the In House Computer Training committee. Pam also reported that the Carrico/Fort Thomas Library has two new celebrities in Beth Eifler, Adult/Teen Services Librarian, and Mike Fair, Public Services Librarian. Beth and Mike have both recently appeared on Fox 19 to promote our programs. Pam also reported that all three branches have iPads and 10 mini iPads to use in programming. Laura Stanfield, Carrico/Fort Thomas' Children's Librarian, can take the big iPad and project onto the TV what she is doing. Laura projected all the words for the songs used in her story times and now the parents are singing along. She also may use the iPads to make a movie instead of putting together the play that she likes to create with the kids every other year. Joyce Emery, Carrico/Fort Thomas' Children's Programmer, had asked the parents in her programs about using iPads and none of the parents have them at home so she brought them out so the parents could play with them.

Mike Fair reported on his position going to full time this past May and acquiring new job duties such as handling the meetings and manual updates for the Reference Department and selecting music and video games for the library system. He also mentioned the added job duty of handling all one to one technology sessions for Carrico/Fort Thomas. Mike added that he is over the moon filling folks' heads with facts and figures but giving them skills [through the one to one technology training sessions] is another [even better] thing. Mike also reported that community partnerships are a big part of programming at Fort Thomas. The branch just held an author panel during Teen Read Week in conjunction with Blue Marble Bookstore. They will also be holding a program on building marshmallow catapults with a local chapter of 4H. Mike pointed out that this particular program involves using STEM skills. Mike is also just starting with the one to one mentoring program at Grandview Elementary. Finally, Mike pointed out that for the update to the Reference Department Guidelines, he and Michael Gregory added 10 pages of content to the manual with many updates to the current content.

Kiki Dreyer Burke reported on the patron postcard project. In November, we will be mailing two postcards -- one for patrons who have not used their cards in past 6 months and owe less than \$10 in fines. This postcard says we want you back. It's a feel good piece. The second postcard is a welcome for new patrons. Both are designed to increase visitor traffic and library use. Kiki reported that our participation in community outreach events has skyrocketed since the creation of Community Events Outreach committee chaired by Dave Anderson. Through this committee, staff members from all three locations participate in outreach events. Kiki also reported that she is wrapping up work on a few big programs -- Teen Read Week, Books by the Banks, two Signature Series, staff calendar and business cards for the Board. The Annual Report to the Community has been completed since Kiki last addressed the Board and she is also working on a new mascot, a library lion created by illustrator Nick Gressle. We have his first set of sketches of a safari lion. Kiki added that we just discovered that Midpoint Library system in Middletown, Ohio also has a library lion named Shakespurr. However, Kiki reported, that she was able to talk to Midpoint's director at Books by the Banks and she is fine with us also having a library mascot. She even suggested that they could be cousins. Finally, Kiki mentioned that her upcoming projects include more work to promote Signature Series events including a Falcon Theater play about Mark Twain and the Created Equal series. Cathy Howard mentioned to Kiki about the Golden Ticket

program that Boone County is using to resolve library fines. Cathy loves the idea of finding a golden ticket in a library book and then getting library bucks.

Rachel Folz thanked the Board for sending her their bios. Rachel reported that we are sending two marketing emails each month with an average open rate of 34% (national average is 18%) and an average click rate of 14% (national average is 12%). We also had 6 people unsubscribed. She added that our website use is down. However, Rachel thinks the quality is up and we are retraining the users to click through the banners where previously you could not do that. Rachel's new projects include a video about Rudy Bowling and the model boats he created that are now housed at each of our library locations. Rachel reported that she has read his book and talked to his family who helped write the script for the video. Rudy Bowling's son, Geoffrey, will narrate the video as well as provide historical pictures of the boats and pictures of Rudy going off to boot camp. Rachel also reported that she attended a PRSA [Public Relations Society of America] Conference Media Day. Rachel reported on some lists of top ten things you could do with your growing reader that are created by our Children's Outreach Library, Michele Turner, and then share through social media. She has also videotaped story times at Cold Spring and Newport. Rachel added that the booking person at Fox 19 is a friend of hers and the station loves hearing from us and knowing what we have to offer. They are the only station in the area that does local interviews and now they are calling us. Rachel reported on the marquee marketing project. Each week during November there will be different sign on one side of our marquees to encourage those who work in Campbell County to get a library card. Rachel reported on the circulation signage project to move our PR slides from computers monitors sitting on our Circulation Desks to large screen TVs that are hung behind the circulation desks. Rachel then showed the Board the alpha version of our app. She sends her suggested changes back to the app developer today and then she will get beta version to test with a small group of iPhone users and then an Android beta test. The Kenton County Public Library shared with Rachel the download statistics of their app and they were not great. The Faces and Places section of the KCPL app is a big driver for them. Cathy Howard asked Rachel how she could take the list of 100 books to read before kindergarten that is in a brochure found at our branches, place it on our website and then be able to import the books into a list to be checked out. Cathy wants this list available digitally; perhaps as a handout on social media.

PRESIDENT'S REPORT: Cathy Howard reported on our mission and vision statements being used as examples in KDLA trustees training.

REGIONAL LIBRARIAN'S REPORT: Charlotte McIntosh's written report is submitted.

ATTORNEY'S REPORT: Louis Kelly reported that he had nothing to report.

LIBRARY DIRECTOR'S REPORT: There were no questions on JC's written report. Paul Johnson asked about trustee certification and wants to know how paperwork is tracked for continuing education. Cathy Howard asked for an internal spreadsheet tracking CEUs for the Board. JC said that Terrie Pulliam, our Human Resource Manager, is tracking Board CEUs on a spreadsheet now. Paul also asked, when we get to the point of asking for estimates for the Newport Library construction, if we will look at comparable projects and how they bid out and then break that down to a cost per square foot estimate. Paul also wanted to know if a Board member should be involved in the design and bidding process for the Newport project. JC said that he would be happy to have Paul sit in on the meetings. Louis Kelly mentioned that Kentucky's "electioneering" law has been struck down by the Kentucky Supreme Court and this may have an effect on our Cold Spring and Fort Thomas locations since they are polling places.

COMMITTEE REPORTS:

- Board Officer Nomination Committee: JC reported that we hold Board officers nominations in even numbered years. Steven Trumbo moved to adopt a resolution to re-elect Board members into the officer positions they currently hold and not to appoint a nomination committee, Paul Johnson seconded, all were in favor and the motion carried.

UNFINISHED BUSINESS:

- Newport and Cold Spring Building Projects: These projects include work to the Newport roof, gutters, draining, parking lot and HVAC. They also include adding snow guards to a portion of the Cold Spring roof and redirecting the flow of traffic for the Cold Spring parking lot. Paul Johnson moved to give JC Morgan the approval to obtain bids for these projects and then present the bids to the Board at a future meeting, Christie Fillhardt seconded, all were in favor and the motion carried.

NEW BUSINESS:

- Disposal of Surplus Items: JC explained that the Library has weeded 1,634 items from the collection. Steven Trumbo moved to approve the disposal, Christie Fillhardt seconded, all were in favor and the motion carried.
- Review/Approval of Bylaws and Articles of Incorporation: Steven Trumbo moved to approve the Bylaws and Articles of Incorporation, Paul Johnson seconded, all were in favor and the motion carried.
- Review/Approval of Board Policies: Paul Johnson moved to approve the Board Policies, Steven Trumbo seconded, all were in favor and the motion carried.
- Review/Approval of Board Procedures: Paul Johnson moved to approve the Board Procedures, Steven Trumbo seconded, all were in favor and the motion carried.
- Director's Contract: JC reported that the revision for his contract, to begin on January 2, 2015 and end on January 2, 2018, included a 2% increase in salary for the first year, which matches the merit increase allowed for other library staff, and a cell phone contract.
- Director's Evaluation: Cathy Howard asked the Board to send her comments for JC's annual evaluation. The Board will need to approve the contract at the December meeting and Cathy will meet with JC to present his evaluation at that time.

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

MINUTES: Christie Fillhardt moved to approve the minutes as presented, Paul Johnson seconded, all were in favor and the motion carried

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

EXECUTIVE SESSION: The Board did not proceed into Executive Session this meeting.

ADJOURNMENT: Paul Johnson moved to adjourn the meeting, Steven Trumbo seconded, all were in favor and the motion carried. Cathy Howard called the meeting to an end at 7:30 p.m.

Respectfully Submitted,
Chantelle Bentley Phillips, Assistant Director

Cathy Howard, President

Christie Fillhardt, Secretary