

## **BOARD OF TRUSTEES REGULAR MEETING**

**July 16, 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 Mike Whiteman. Also present were JC Morgan, Library Director; Pam Vincent, Carrico/Fort Thomas Branch Manager; Kiki Dreyer Burke, Public Relations Manager; Rachel Folz, Digital Marketing Manager; Chantelle Bentley Phillips, Assistant Director; absent: Steven Trumbo and Louis Kelly, Library Attorney.

**REVIEW OF AGENDA:** No changes.

**INVITATION FOR PUBLIC COMMENT:** None

#### **MANAGERS' REPORTS:**

Pam Vincent reported that she had finally filled the Library Page with Courier Duties position that has been vacant since the end of March. Cassie Fischer began her duties at Fort Thomas on July 9<sup>th</sup>. Mary Earle resigned her Reference Assistant position as of July 30<sup>th</sup>. Pam is currently looking for her replacement. Pam also reported that, at the end of May, Mike Fair was promoted to full-time. He is very happy to have a full-time job and he is a joy to have on the staff. With his increased hours, Mike can help out more on the reference desk when there are staff shortages and can assist with more system-wide programming. The pergola was stained last week. It looks even better and stands out more. Next week, on Friday, July 26<sup>th</sup>, is Art after Hours from 7-9 pm. Pam also reported that, at the end of the fiscal year, Fort Thomas was up in circulation by 6,000 circs over the previous fiscal year. So it appears all the weeding that has been happening at Carrico/Fort Thomas did not hinder circulation and may have even helped it. Now, they are focusing on shifting with the extra space. The large type collection is being moved to the same area as the regular fiction and then the audio CDs will be spread out into the shelving area that now holds both audio and large type. Pam is interested in how that will affect the circulation of audiobooks. Cathy Howard mentioned that her son had noticed there are new trains and trucks in Children's area. Pam reported that Laura Stanfield, Fort Thomas' Children's Librarian, had been purchasing fresh supplies for the area.

Kiki Dreyer Burke reported on the all-in-one Summer Reading brochure that was new for this year. Summer Reading programs for all ages were included in one brochure. It has been really popular with our patrons. In fact, our participation has increased for this year's Summer Reading and we had to print 2,000 more of the kids' reading logs. Kiki reported that she believes the cross promotion of programs helped increase our numbers and hopes to do an all-in-one Summer Reading brochure next year as well. Kiki also reported on our book club brochures which are printed every 6 months and contain all of the reading selections for all of our book clubs from all three branches in one brochure. The Staff and Board photos in high resolution images have been uploaded to the website and the wiki. Kiki reported on the branding project for our item return bins. The bins were all painted red and large magnets with our open hours were placed on numerous sides of the bins -- same look, same bin, same color at all locations. Newport and Fort Thomas recently installed frames to hold our end cap signs that match those used at

Cold Spring. PR designed a template containing our logo for these signs so that the branches can adjust and print news signs as they shift books. The new frames and the templates keep all three branches looking the same. The Public Relations guidelines have been updated and language added about how we will support partnerships with outside groups including education partnerships. The added language covers what we will promote and helps us determine with whom we will establish partnerships. Finally, Kiki reported that the PR department has found a costume character designer they would like to interview. PR is also currently working on the fall children's brochure, the 2015 staff calendar, Banned Books Week and the Signature Series.

Rachel Folz reported that we have begun using Constant Contact to send out e-mails to patrons who have opted in for marketing e-mails. We sent out our 2nd e-mail today. These e-mails are sent out twice a month around the 1st and 15th. The Circulation Staff has been great about promoting this to our patrons and adding marketing e-mail addresses to patron records. We are showing a 23 percent open rate for these e-mails (the standard is 12 percent nationally) and a 32 percent click-through rate (the standard is 15 percent nationally). Every e-mail includes a book suggestion. Rachel also reported that we broke our record for the use of Book Letters, an online reader's advisory service. We have had more use in the past 6 months than in the past year in total. The folks at Book Letters interviewed Keyth about how we use and promote Book Letters. Rachel also shared a printed page with a mock-up of how our smartphone app will look. Mike Whiteman asked if there was any need for content for the marketing e-mails. He thought the Board could provide titles for staff picks and that this could also help introduce the Board to the public. Rachel reported that Jeff is still fighting gremlins with Word Press in regard to our website moving to Word Press from Drupal. Finally, Rachel reported that we now have more followers than Kenton County Public Library on Instagram and are within 6 followers of Boone County PL. Cathy Howard mentioned that she liked the Instagram page advertising crafts. Cathy also suggested standardizing the Board bios on our website. She thought a questionnaire could be developed for the Board to answer which could include fun facts.

**ATTORNEY'S REPORT:** Louis Kelly was not present.

**PRESIDENT'S REPORT:** Cathy Howard reported on a compliment we had received on our website. The patron thought the website looked nice and actually thought it had been redesigned. Cathy also noted interest in the low performing titles that we were transferring from one branch to another to try and increase their performance.

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

**LIBRARY DIRECTOR'S REPORT:** There were no questions on JC's written report. However, Paul Johnson found one mistake in the report. He pointed out that there were two candidates for the Board position submitted to the state not just one candidate. In regard to the Newport parking lot, Paul asked if the red line shown on the handout that JC distributed is our property line. Yes was the answer. JC added that the other part of the land under 471 is owned by the Kentucky Department of Transportation and they can give us an encroachment permit for the use of the land that we own. Paul then asked if it was JC's intention to build a lot the size of the yellow line. JC replied that we have not talked about going beyond the 471 overpass. He then mentioned that the Newport sign that is on our property is taken care of by the East Row Historic District. The gentlemen interested in developing our property under 471 for storage agreed to keep his storage containers by the creek at the rear of the Library's property. We would have the section of the lot closest to 6th street. The gentleman would put in landscaping to keep the storage containers from being seen from the library. Mike Whiteman expressed concerns about how

the appearance of these containers might detract from the property's appearance. He added that the Newport area seeks to maintain a nice appearance in the neighborhood. Mike is also concerned that kids will see this as an area for mischief or play. Paul Johnson expressed that most storage facilities are fenced and this should be considered. He added that we can't foresee all the things that could happen with these storage containers on our property and, therefore, could not cover all situations in a contract. Mike Whiteman asked for JC thoughts. JC expressed concerns with the offer, but he doesn't know what it will cost us to pave under 471 to expand the parking lot. He thinks the Board should hear this gentleman but his perfectly fine with telling him we are not interested. JC is meeting with the KDOT to learn their thoughts and position about giving us an encroachment for this project. JC added that Holy Trinity and Newport HS would make more money from parking during the WEBN fireworks with a larger lot and that a portion of the proceeds from their usage is given to the Friends of the Library. Cathy Howard thinks it doesn't hurt to have this gentleman come and talk. She added, however, with Steven absent, we may want to table the discussion until next month. Paul Johnson moved to table the discussion, Mike Whiteman seconded, all were in favor and the motion carried.

JC reported that he, Jerry Fields, Jeff Prudencio, and Chantelle Phillips attended training on July 11 to learn how to use the new BAS system that now controls Newport's HVAC. The software shows what each unit is doing and will provide an alarm when something is not working as it should. It also reports on readings from the CO<sub>2</sub> sensors. We need to have a fresh air ventilator installed in the lower level as well as an alarm on the inner fluid loop that will sound if the loop develops a leak. The alarm will be based on the amount of water being added to the loop as too much added water would mean there is a leak in the system. The BAS now turns the outside well pump on and off as needed so we don't constantly have water coming out of the pipe that goes into Janet's Brook. When it is time to test the water, we will have to now turn on the well pump for Cardinal Labs to conduct testing for the reports to the Kentucky Department of Water.

For our annual stats, circulation was up but library visits were down a bit. However, we had a lot of snow this winter and many programs cancelled or no one showed due to the weather. The number of borrowers went down but, for nearly two years, the system was not purging the database as we expected. That error has been corrected. With making the Adult/Teen programmers full-time, we will be focusing even more on programming so that should see attendance numbers for programs go up. Overall, JC is happy with the Library's performance right now. Paul Johnson asked about the purging of the patron records and our reduction of borrowers from 60,000 to 55,000. How will that impact next year's statistics? JC said that, over the years, our total patron registrations has hovered around 55,000. Then we started to go up to 60,000 because we weren't purging the database. We will likely continue to hover around 55,000. JC is proud of those numbers.

JC then provided an overview of the FY2013-14 budget as compared to actual expenses. He reported that we have peaks in spending usually around the time we are paying the mortgages on our buildings in January/February. The remaining funds from the previous fiscal year keep us going until December. Mike Whiteman asked about the \$70,000 not spent in the collection budget. He wanted to make sure we were buying everything our patrons wanted or needed. JC reported that some of the money was set aside for the South Branch and some of it could be accounted for in discounts received from our vendors and processing fees we budget for that were not actually needed. JC also reported that we received a letter from the KPLA Advocacy Committee asking for \$1,000 for their activities. Cathy Howard, Christie Fillhardt and Mike Whiteman were all okay with providing the \$1,000 to KPLA for library advocacy.

### **COMMITTEE REPORTS:**

- Board Member Selection Committee had nothing to report. Mike Whiteman asked about the process for submitting Board member candidates. JC said that he sends the names to Wayne Onkst, the State Librarian, and then Wayne sends them to the Campbell County Judge-Executive. The Judge-Executive puts it on their meeting agenda. JC added that the Judge Executive usually selects usually selects the incumbent when someone wishes to be re-appointed.

### **UNFINISHED BUSINESS:**

- Certification of Board Members: Paul Johnson questioned the whole process of recertification. He wants to know, once you are certified, what are they requirements for recertification? JC is not sure. He knows there is on-going training but can't remember what the maintenance requirements are for re-certification. Christie Fillhardt said this is a gray area for her as well. She is finished with the core trainings on the KDLA website. JC said that we send the paperwork to KDLA in September in bulk. Cathy will get credit for attending the PLA Conference. Cathy, Mike and Paul will get credit for attending the HB1 compliance training with the Department for Local Government. Paul is concerned that he won't qualify for re-appointment because he forgot to track his attendance of classes. Paul's second concern is in regard to what topics are available for training and what will help our Board the most. Mike has concerns because the training he has taken so far was not that helpful to him personally. The Board would like for Charlotte to have a half day retreat that will focus on the things the Board should know and what JC wants the Board to know. Cathy thinks we should require the certification but not tie it to re-appointment. Paul Johnson moved to table the discussion until next month since Steven Trumbo was not in attendance, Mike seconded, all were in favor and the motion carried.
- HB1 Compliance: JC reported that we have paid the registration fee to the Department for Local Government, taken care of the legal posting for our financial information, and completed the DLG's form for reporting the Library's budget online. We are as compliant as we can be.

### **NEW BUSINESS:**

- Disposal of Surplus Items: This month's disposal includes 3,500 items weeded from the collection. Paul Johnson moved to approve, Mike Whiteman seconded, all were in favor and the motion carried.
- Destruction of Government Records: JC asked the Board to approve the destruction of 11,000 inactive patron records that have been purged from our database. Paul Johnson moved to approve, Christie Fillhardt seconded, all were in favor and the motion carried.
- Review/Approval of the Acceptable Behavior Policy: In the proposed policy, we have added that the use of electronic cigarettes and vapor devices is prohibited in the Library's buildings. Paul Johnson moved to approve, Mike Whiteman seconded, all were in favor and the motion carried.
- Review/Approval of Board Policies (including Code of Ethics): Mike Whiteman moved to approve, Paul Johnson seconded, all were in favor and the motion carried.

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

**MINUTES:** Paul Johnson moved to approve the minutes as presented, Mike Whiteman seconded, all were in favor and the motion carried.

**NEXT MEETING:** Wednesday, August 20<sup>th</sup>, at 5:30 p.m. at the Cold Spring Branch.

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

**ADJOURNMENT:** Mike Whiteman moved to adjourn the meeting, Christie Fillhardt seconded, all were in favor and the motion carried. Cathy Howard called the meeting to an end at 6:59 p.m.

Respectfully Submitted,  
Chantelle Bentley Phillips, Assistant Director

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Cathy Howard, President

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Christie Fillhardt, Secretary