

BOARD OF TRUSTEES REGULAR MEETING
October 19, 2016
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, Carla Landon, and Tracy Smith. Also present were Louis Kelly, Library Attorney; JC Morgan, Library Director; Pam Posik, Carrico/Fort Thomas Branch Manager; Beth Eifler, Carrico/Fort Thomas Adult/Teen Services Librarian; Kiki Dreyer Burke, Public Relations Manager; Andrew Moorhead, Digital Marketing Coordinator; and Chantelle Bentley Phillips, Assistant Director.

INVITATION FOR PUBLIC COMMENT: No comments.

MANAGERS' REPORTS

Pam Posik reported the Carrico/Fort Thomas Branch is fully staffed as of today and, hopefully, tomorrow as well. Since the last time Pam reported to the Board, she hired Tracie Gibson as Fort Thomas' new Page Supervisor. Tracie was working at Newport as a part time circulation clerk. She went from part time to full time, became a new supervisor for us, and then immediately had to hire a new Page. Pam added that Tracie takes her supervisory duties very seriously. Pam reported the new HVAC units maintained 72 degrees in the building throughout the heat of the summer. She added the company that handled the recent concrete work for the parking lot was very professional. In addition, Pam reported, Highland Avenue Baptist Tabernacle Church allowed us to use their parking lot during the concrete work. Circulation was down in September but Pam blames the construction. However, it did not stop folks from coming in to use the Study Rooms. Study Room use for this September was up from last year this time. Pam reported the branch participated in a program with Moyer Elementary's first grade students. Children's Librarian Laura Stanfield went to Moyer and talked about what she does as a librarian. Then a piece of artwork was created specifically for the library by some of the students. The artwork is on display in the branch through November. The school also brought 100 students from Moyer for a tour and a craft.

Beth Eifler reported on adult programming at Carrico/Fort Thomas. Crafts are still popular though Beth has tried a few different offerings. Recently, she offered a watercolor painting. It was a true fine art class taught by an actual artist. The class was offered to patrons for free and the instructor helped Beth get all the supplies in cost effective way. The 2-hour class was limited to 10 people and it ran for 4 weeks. Beth had 21 people on the waiting list so she will be offering this program again. Beth added many of the attendees were very impressed the library could offer such a high quality educational program. Beth also reported on the program Craft for a Cause -- 17 people created fleece tie blankets to donate to the Campbell County Animal

Shelter. This program attracted a different group of people than Beth's than usual crafting crowd. It was a very family oriented group.

Kiki Dreyer Burke reported on the Drop Your Drawers Campaign. This year our goal is 6,000 pairs of underwear -- 2,000 from each branch. JC contacted libraries throughout the state to see if they would also be interested in hosting this campaign in their branches. Kiki added that 50 libraries, including Kenton and Boone Counties, will be joining us this year in the campaign. Jim Pleshinger, our Public Relations Specialist, created two new logos for the campaign because we received permission from author Dav Pilkey to use the Captain Underpants image. From all participating libraries, we are hoping to receiving 37,000 pairs of underwear. Kiki asked, at the November Board meeting, for the Board to please bring their underwear donations for a group shot to help promote the campaign. Kiki then reported on 1000 Books Before Kindergarten which is our Early Literacy Outreach Librarian Carol Freytag's project and she is taking it into the preschools. PR create a poster for each classroom to track their reading for each level of the program. When the classroom completes the poster, all the kids in the class will get a sticker that says "We read 100 books." For the preschools, the prizes are geared toward the teachers. Kiki showed the Board the new library cards with photos from areas in our communities as their images. Kiki added she loves that we are always pushing to do something a little different. However, the branches have to use up all their old cards first. Kiki reported the 2017 Staff Calendar is at the printer and she is already thinking about Spring and upcoming programs – Signature Series, Food for Thought, the Smithsonian Hometown Teams Exhibit, Arts & Culture, El Dia, Family Literacy Fair and, then, Summer Reading.

Andrew Moorhead introduced himself as our new Digital Marketing Coordinator. Andrew added he is a recent graduate from Eastern Kentucky University with a Bachelors in Anthropology and Public Relations. His goals for this position are to get closer to our patrons through dialogue and participation; promote the services we have to offer, especially the ones that appear to be under-utilized by patrons; attend programs at all branches and build a supportive relationship with our programmers. Andrew reported he has been with the system for about seven weeks and during that time he has switched our Instagram account to a business account, added all of our social media accounts to the SEO program on WordPress, and created Facebook events for our programs. He started doing this on October 10th and for all programs combined the events have received 1,700 views. Andrew also reported our Twitter account received 1,700 profile visits in September – the most ever. Andrew added he has implemented Book Club Reviews. He is using the reviews to create a "reviewed books" link for each book club on our website. This allows him to create a custom page for the book clubs. He reported that, for our App, you can now manage multiple accounts on IOS devices. He and JC heard from the developers just today and our requested changes are taking longer than expected to implement because they had to make some changes for IOS 10 privacy compliance before the updates could be submitted. Andrew reported he is in the early stages of planning a PR campaign for our digital library card. He also wants to do more with the Board member book suggestions on the Board page of the website. He'd like to update it more frequently and would like to be able to attach the Board members' names to their reviews. Cathy Howard said she was fine with whatever timeframe Andrew wanted and that is was fine to attach their names to

the reviews. Finally, Andrew thanked Carla and Christie for all their engagement on our social media accounts.

ATTORNEY'S REPORT

Louis Kelly will report in Executive Session.

PRESIDENT'S REPORT

Cathy Howard reported on another comment from the Mike Fair Fan Club. We received a note about Mike in the Suggestion Box at Carrico/Fort Thomas that read, "Mike was a wonderful teacher. He was patient, understanding, and tailored the training to what I needed."

REGIONAL LIBRARIAN'S REPORT

Lucinda Chandler was not present at the meeting. Cathy Howard asked about the section on Lucinda's report referring to libraries as polling places and choosing whether or not to close on election days. JC said that both Cold Spring and Fort Thomas are polling places. We have a staff member at each location arrive at 5 a.m. to allow the poll workers into the buildings and then that staff member goes about their own work. However, we are open for business at our regular hours.

LIBRARY DIRECTOR'S REPORT

There were no questions about JC's written report. JC reported he talked to a gentleman who was planning to donate a fairly substantial sum of money but, for tax purposes, was unable to do so immediately. For now, he is donating his funds in smaller amounts to numerous organizations including us. JC reported that on a visit with this gentleman to the Carrico/Fort Thomas Branch, he left him alone with Pam for a brief time and, during that time, Pam mentioned wanting an expansion to her building. Therefore, JC is meeting with our architect next week to see how much it would cost. This gentleman is also funding the Library Express units. We budgeted for one unit but the donor is willing to pay for two units. The cost for one unit is \$16,000 but the cost for two is \$24,000 so you save money. JC plans to place one unit in Silver Grove and one unit on the property of St. Philips in Melbourne. JC added that Silver Grove is an isolated community with no bus route and many residents don't have cars. JC asked Silver Grove for a letter of commitment to find a place for the Library Express if we buy it. He is hoping they will locate it at the firehouse which is next to the Dari-Bar. With the Board's permission, JC said he will place an order for 2 units. The donor will reimburse the Library after January 1. Paul Johnson asked why Silver Grove and Melbourne and not Grant's Lick or near AJ Jolly Park? Why not further south? JC stated the communities in Silver Grove and Melbourne are not growing. They are on Kentucky 8 and are secluded. The kids in these communities usually can't get to a branch. JC added Grants Lick and AJ Jolly could be served by a South Branch if we can build one. Paul suggested we do an assessment of the best locations for the units. JC asked if we can agree on buying two units and then decide later where to place them because the lead time on the Library Express boxes is 8 to 12 weeks. JC added that Melbourne has been in the works for a while and St. Philips has already agreed to a spot next to their community building. For Grants Lick, JC would need to visit the area and see if there is a well-lit location. Tracy suggested trying either the church or the school in Grants Lick. Cathy asked

about possibly buying a third unit with the money we've budgeted and then the donor's funds. JC said we haven't yet worked out how we will deliver to these location with our current courier staff. He added that with the donor's funds we would have the money for three. The cost would be around \$30,000. Paul Johnson moved to purchase three Library Express boxes, Christie Fillhardt seconded, all were in favor and the motion carried. JC added these units weren't made for books. Originally, they were made for police officers to store their weapons when they were off duty and for pharmacies in small communities. Also, the donor met JC at the Fort Thomas Branch because they were talking about building a quiet room that can't be reserved so patrons could go in there and expect quiet at all times. JC, Jerry, Pam, and Joe and Ehmet Hayes will be meeting next week to talk about the quiet room and how it would work with an addition to the building. JC offered a recap of the media/public relations training session. Everyone thought Jane Page Steiner did a good job. The training with Jane can be used as CEUs. JC will send a Doodle for the next meeting. Kiki asked if we are looking at one or two meetings? JC said two. We will have a discussion meeting before January and then another meeting right before Legislative Day. Paul Johnson suggested we compensate the Highlands Baptist Tabernacle Church for allowing us to use their parking lot during the concrete work at Fort Thomas. Christie Fillhardt suggested \$100 honorarium and the rest of the Board agreed.

COMMITTEE REPORTS

- Alexandria Satellite Exploratory Committee: The committee is looking at store-front branches in the Public Library of Cincinnati and Hamilton County on Wednesday, October 26th. JC also asked our architect to fill a 2,500 square foot box based on the equipment and services that we are speculating will be available at the satellite location to what might fit.

UNFINISHED BUSINESS: None.

NEW BUSINESS

- Disposal of Surplus Materials: This month's disposal includes 1,443 items withdrawn from the collection. These disposed items will be given to the Friends of the Campbell County Public Library for their regular book sales. Christie Fillhardt moved to approve the disposal, Paul Johnson seconded, all were in favor and the motion carried.
- Policy Review/Revision: The Board Policies and Board Procedures will be reviewed in November after some suggested changes are made. Carla Landon moved to approve the Board Bylaws and Articles of Incorporation as presented, Christie Fillhardt seconded, all were in favor and the motion carried.
- Nomination/Election of Officers: Christie Fillhardt moved to nominate and approve the slate of new officers for the board:
 - Cathy Howard – President;
 - Carla Landon, Vice-President;
 - Christie Fillhardt, Secretary;
 - Paul Johnson, TreasurerPaul Johnson seconded, all were in favor and the motion carried.

- Director's Evaluation: JC provided the Board with the evaluation form and a summary of his yearly activities. He asked them to write down their comments and to send them to Cathy Howard. The Board will have some time at the November meeting to talk without JC and Chantelle present. Cathy added the Board can email their thoughts to her in paragraph form or whatever works for them or give her their handwritten notes.

FINANCIAL REPORT AND MINUTES: Paul Johnson moved to approve the minutes and the financial reports as presented, Christie Fillhardt, all were in favor and the motion carried.

NEXT MEETING: Wednesday, November 16th, 5:30 p.m., at the Cold Spring Branch.

EXECUTIVE SESSION:

- Paul Johnson 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, Christie Fillhardt 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 6:39 p.m. to discuss litigation involving the Library.
- Paul Johnson moved that the Board of Trustees of the Campbell County Public Library end the closed session, Christie Fillhardt 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 6:50 p.m.

ADJOURNMENT: Paul Johnson 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 6:51 p.m.

Respectfully Submitted,
Chantelle Bentley Phillips, Assistant Director

Cathy Howard, President

Christie Fillhardt, Secretary