

## **BOARD OF TRUSTEES REGULAR MEETING**

**April 15, 2015**

**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, Steven Trumbo and Mike Whiteman. Also present were Louis Kelly, Library Attorney; JC Morgan, Library Director; Joe Hayes, of Robert Ehmet Hayes & Associates; Kiki Dreyer Burke, Public Relations Manager; Rachel Folz, Digital Marketing Manager; Pam Vincent, Carrico/Fort Thomas Branch Manager; Beth Eifler, Carrico/Fort Thomas Adult/Teen Librarian; and Chantelle Bentley Phillips, Assistant Director.

**REVIEW OF AGENDA:** No changes.

**INVITATION FOR PUBLIC COMMENT:**

- Joe Schwerling of Fort Thomas

**ARCHITECT'S REPORTS:**

Joe Hayes reported that the parking lot work at Newport has not been put out to bid. He is waiting for his engineer to complete the plans for the storm water pump. Joe also presented an updated budget for Newport's parking lot improvements. Joe added that he is waiting on a reply to an email sent to Kramer Roofing about the leaks at Newport. He is also still waiting on a quote from Kramer on a gutter section that needs to be replaced at Cold Spring. After those issues are resolved, Joe will do a punch list and recommend final payment to Kramer.

**MANAGERS' REPORTS:**

Pam Vincent reported that Fort Thomas/Carrico Page Kylie Webster had been promoted to full-time Technical Services Assistant at Newport. Kylie has a Bachelor's degree in Computer Science. Hailey Taylor has been hired to fill the open Page position. Fort Thomas also had a reference assistance vacancy in March that was filled by Amelia Norton. Amelia's home shares a property line with the property intended for the South Branch. She says that she has been patiently waiting to use that branch. Pam also reported that bollards have been installed along the driveway on the southwest side of the building. Several patrons have asked why they were installed. However, once Pam starts listing the number of incidents involving vehicles hitting the building they understand. Jerry will paint them a brick color to match the building. Pam reported on the work of the Competencies Committee. The committee has identified the essential technology skills for each job and will work to ensure our employees meet or exceed those skills. It's been a long and labor intensive process creating the competencies. We have 35 positions, each with its own list developed with input from the appropriate supervisors. The next phase will be to post all the competencies checklists on the wiki. The supervisors will take the checklists and have the employees demonstrate their mastery of each one by the end of July. Then the committee will collect the checklists and use them to determine training needs to get everyone to the minimum level of competency.

Beth Eifler reported on adult programming at Fort Thomas. Beth has a monthly book club, the Brown Bag Book Club, which had two regular members when she took it over. Now, she has nine regular members and has retained the original members. Beth also reported that, because of a comment in the last survey that Rachel created, she is planning more daytime programs for senior citizens. The comment mentioned that all the programs the patron wanted to attend were at night when she doesn't like to drive. To start, Beth offered Senior Scramble this past Monday. Six patrons attended and they played two games of Scrabble in two hours. She may offer this as a recurring program. Beth also reported that craft programs are still very popular at Fort Thomas and showed two samples from upcoming programs – a tissue paper flower and tea cup bird feeder.

Kiki Dreyer Burke reported on a number of programs currently being promoted by Public Relations—the Created Equal series, National Library Week, the Signature Series, the Arts & Cultural series, El Dia de Los Ninos, Family Literacy Fair, the Big Event for Little Libraries, the ntouch videophone software and the new app for the Library. Kiki is also continuing to work on our new costume character Cam, an inflatable version of Cam for our parades, and a newsletter redesign. Kiki showed pictures of Cam being created. Cam should be ready by the end of May. He will not be used in the parades. He is designed more for limited outdoor exposure. The person wearing the Cam costume can only wear it for about 20 minutes before they need a break. The inflatable for the parades will be 12 feet tall. Kiki and Jim have been working on the logistics with electrical and telephone wires along the parade routes, how it is inflated and remains inflated, etc. The staff will get Cam t-shirts to wear in the parades and during Summer Reading. Kiki then reported on the newsletter redesign. When the newsletter was first created in 2007, we had nice, neat little categories for programs that fit nicely and neatly into our newsletter format. However, our programmers are very creative and like to try new ideas. Now our programs do not fit as easily into distinct categories. With the new format for the newsletter, we had to figure out a way to package our programs so patrons can find them easily in our newsletter and brochures that doesn't stifle programmers' creativity. Cathy Howard likes the new format. Kiki showed the Summer Reading brochure. Jim Pleshinger, our PR Specialist, designed the layout for the brochure. He has very strong design skills. He also designed the poster for the Family Literacy Fair. Finally, Kiki reported that we've had a lot of good publicity on the Appeals Court ruling in favor of the Library.

Rachel Folz provided an overview of where we stand with our app based on the numbers from Google Analytics. At this point, we have 534 users with 6,700 screen views looking at six screens on average per session. Apple device owners are our most common users. Rachel added that these are strong numbers even without a paper push; though we did receive a positive story about the app from the Enquirer. Rachel added that she and Dave Anderson created a video about the app that was shot at all the branches and showed all the features. The video got us the contact from the Enquirer. Rachel reported that we have six videos on our youtube page. The most popular was the Easter Egg Stuff by Ashley and Molly from Cold Spring. It shows that we are a modern library. Rachel added that we've been promoting programs by running paid Facebook ads. Janet Arno, our Adult Programming Coordinator, has commented that the attendance for Arts & Culture and the Artswave programs was improved due to Facebook promotions. Janet saw faces that she had not seen before. Rachel sees a lot of momentum. She also added that the app will increase holds because it makes the process so easy to do.

Paul Johnson asked about the distribution method for the Summer Reading brochure. Kiki reported that they were distributed at the schools during visits by the librarians and programmers. They are also available at each of the branches but they are not mailed. Rachel added that the content in the brochure is available on the app but not in same format.

**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 the Read or Pie challenge video that she and Rachel had just created that afternoon. She also encouraged everyone to renew their Kroger Community Awards designation so that our Friends will continue to receive money from the program. Cathy also mentioned a comment received from someone who used to work with us but now works in California. When they heard the result of the Court of Appeals decision, they were whistling so loud at their library they wondered if we could hear them here in Campbell County. Finally, Cathy reported that this would be Mike Whiteman's last Board meeting as he and his family are moving to Mt. Washington across the river in Ohio and, therefore, he would be resigning from the Board.

**REGIONAL LIBRARIAN'S REPORT:** Charlotte McIntosh's report is attached. Charlotte announced that she will be retiring as of August 1<sup>st</sup>. Charlotte said that this has been a great job but she is looking forward to her retirement.

**LIBRARY DIRECTOR'S REPORT:** There were no questions about JC's written report. Mike Whiteman commented on the Emergency Procedures manual and how good those procedures are. He added that the Chase Law Library will be using some of them to develop their own emergency procedures. JC reported that auto renewals have increased circulation and dropped revenue from overdue fines for the year. Circulation is up by 8%. Wifi use continues to increase. Jeff Prudencio installed two new wifi access points at Cold Spring to get better coverage. Meeting room attendance from outside organizations has gone down but we are also using the rooms ourselves more often for library programs. Rachel Folz is looking into a means for booking our meeting rooms online but it's difficult with having to work around so many library programs. For the consultant for the Long Range Plan, JC has talked to about a half dozen people. He is looking into consultants with library experience as well as consultants with non-library experience. JC plans to bring a couple of different consultants before the Board to give them a better idea of what they do.

**COMMITTEE REPORTS:** None

**UNFINISHED BUSINESS:** None

**NEW BUSINESS:**

- Disposal of Surplus Materials: 4,036 items were withdrawn from the Library's collection in March. Christie Fillhardt moved to approve the disposal, Steven Trumbo seconded, all were in favor and the motion carried.
- Review/Approval of the 2013-2014 UFIR: Steven Trumbo moved to approve the UFIR as presented, Paul Johnson seconded, all were in favor and the motion carried.
- Appointment of Board Member Nomination Committee: Christie Fillhardt and Steven Trumbo volunteered to serve on the committee. Paul Johnson moved to nominate both Christie and Steven to the committee, Mike Whiteman seconded, all were in favor and the motion carried.

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

**NEXT MEETING:** Wednesday, May 20th, 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, 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 go into executive session at 6:37 p.m. to discuss litigation involving the Library.
- Mike Whiteman moved that the Board of Trustees of the Campbell County Public Library end the closed session, Steven Trumbo 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 7:04 p.m.

**ADJOURNMENT:** Cathy Howard called the meeting to an end at 7:05 p.m. Steven Trumbo moved to approve the adjournment, Paul Johnson seconded, all were in favor and the motion carried.

Respectfully Submitted,  
Chantelle Bentley Phillips, Assistant Director

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Cathy Howard, President

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Christie Fillhardt, Secretary