

BOARD OF TRUSTEES REGULAR MEETING

April 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, Steven Trumbo and Mike Whiteman. Also present were Louis Kelly, Library Attorney; Jeff Mando of Adams, Stepler, Woldermann, and Dusing; JC Morgan, Library Director; Rachel Folz, Digital Marketing Manager; Pam Vincent, Carrico/Fort Thomas Branch Manager; Kiki Dreyer Burke, Public Relations Manager; Laura Stanfield, Carrico/Fort Thomas Children's Librarian; and Chantelle Bentley Phillips, Assistant Director.

REVIEW OF AGENDA: No changes.

INVITATION FOR PUBLIC COMMENT: None

MANAGERS' REPORTS:

Pam Vincent reported that the Fort Thomas staff likes to do training. They like to learn. In January of this year, 17 staff members attended In-house Computer Training in which they received 7 hours each of training on troubleshooting computers and equipment, e-mail, Polaris, etc. In March, three staff members attended the Support Staff Symposium which is offered through SWON and focused on managing conflict. Also in March, Pam reported that she and Beth Eifler attended the biennial conference sponsored by the Public Library Association. This was Pam's first time to go to a national conference. Beth attended workshops focused on adult/teen services and Pam focused on the management track. She attended workshops on efficiency, displays and space planning as well as role playing to improve customer service in difficult or uncomfortable interactions. The Carrico/Fort Thomas staff will be doing some role playing at their April branch staff meeting.

Laura Stanfield reported that she spends lots of time with kids and parents in story times and likes to know that what she does affects their activities outside the library. She loves it when parent tells her they are using what she does in story times at home. She recently had a program where the kids used craft foam to explore concepts like color and big versus little. Laura reiterated that it is so cool to see it is actually working outside of the library and that parents and kids are talking about basic concepts and spatial reasoning. Laura reported that she has been at CCPL for 10 years. She tracks her time here by the number of Summer Reading programs she has been through and survived. For 2014, the theme for Summer Reading is Fizz Boom Read Science with hands-on experiments for kids and adults. The kick off for Summer Reading is June 7th. There will be a mad scientist lab at each branch for kick off. We have been requiring kids to read 4 hours to "finish" Summer Reading and to be eligible to enter the grand prize drawing. However, they can read more all summer for additional entries. Laura reported that this summer we will be tracking the attendance of students when they sign up so we know which school we need to work with to get better participation in Summer Reading. Finally, Laura reported that she is offering a new sensory story time for kids with special needs. This story time does not a huge following yet. Laura plans to work with educators to boost attendance and reach kids in the intended audience. Cathy Howard asked about informational texts and the books that you can use with little kids and their

placement in non-fiction section. Laura mentioned that they were interfiled in juvenile non-fiction but that she was considering pulling those out into their own collection to make them easier to find.

Kiki Dreyer Burke reported that March, April and May are the busy season in the PR Department as they prepare for Summer Reading. National Library Week promotion, which is April 13-19 this year, began about 3 weeks ahead of time to encourage participation. We are also doing some advertising or, more accurately, underwriting of programs on National Public Radio. We are measuring the impact on circulation of our e-material, which is the focus of the promotion. April 25th is the last event for the 2013-14 Signature Series. Then we have El Dia de los Ninos the next day, April 26th, and then on May 10th is the Family Literacy Fair. Kiki reported that the PR Department has also recently updated the new patron brochure and bookmark. The Summer Reading brochure for this year is very different. We usually have separate pieces for each age group but we are now trying to cross market so all the information is contained in one brochure for all age levels. Mike Whiteman asked if the piece will be mailed or just available at the branches. Kiki reported that we considered putting into the newsletter but the post office is very particular in the sizes for mailings. However, we will print 11,000 pieces and then hand deliver them to the schools. We are currently planning for our upcoming parade season. The first parade is the Bellevue/Dayton Memorial Day. We are handing out mustaches on sticks and Rachel has developed hashtags on social media so that parents can post pictures of their kids with the mustaches. Steven Trumbo asked about the radio advertising. The 20-second promotion reads, *"Support comes from the Campbell County Public Library. A Campbell County Public Library card provides access to 92,000 down-loadable items for your phone, tablet or e-reader. You can access the digital collection at cc dash p L dot org. Campbell County Public Library: Connecting you to big ideas wherever you are."*

Rachel Folz reported she also attended the PLA conference in March. While there she was shopping for an app for the library. In attendance were only two main vendors who specialize in libraries –Boopsie and Capira. Capira is the better app and also the less expensive in the long run. The set up agreement is really expensive the first year at \$8500 but then annual maintenance drops to \$1,500 a year. Capira has some nice functions that make more sense for patrons than other apps. Rachel reported that JC has a copy of the comparison of two apps if anyone needs to see it. Rachel also reported that we recently had a promoted post in Facebook for the Divergent program and job fair programs that happened during National Library Week. We spent \$30 and reached 11,000 Facebook members in Campbell County. Rachel also reported that in the coming year we will be using Constant Contact to send promotional e-mail to patrons. We are beginning to ask patrons for e-mail addresses for marketing purposes. We have to be very upfront about how we use patrons' email addresses when we gather them. Constant Contact is to be the email provider for those marketing e-mails and for surveys sent to patrons. Rachel said that she will also be asking for bigger screens for the digital displays at the circulation desks. She wants 50 inch TVs to display marketing messages. Rachel reported that while at PLA she also attended a workshop that told you how to determine appropriate apps for kids. The workshop provided a vetted list of apps for various ages. To date our social media stats are 2600 Facebook, 230 Twitter, and 69 Instagram followers. Finally, Rachel reported that she would like to use different content management software for the Library's website. Currently, we are two versions behind on Drupal, our current content management system. We are unable to accomplish some tasks because of this lag and we are experiencing great difficulty in updating it. When we update, the website crashes. We want to go with WordPress. It is easy to use and easy to view and post content. Rachel and Jeff are testing both an updated version of Drupal as well as WordPress.

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 that a patron commented on how much she enjoyed the Carmen Redux and Newport Ragtime Band programs at Fort Thomas and that she was signing up for Bach in a Boom Box.

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

LIBRARY DIRECTOR'S REPORT: Steven Trumbo asked about little libraries. JC explained that they are free lending libraries (similar to the Library's honor books) that sit in someone's yard or in front of a business. They are about the size of bird cages and hold books that can be taken, then returned or replaced with another book. JC didn't want the Library to have the responsibility of owning or maintaining them but we are working with groups in Bellevue and Newport that want to support little libraries in those communities. The Bellevue Alliance has the intent to create 10 little libraries. They currently have five. Paul Johnson asked if something like that would be doable in the southern end of the county. JC reported that he intends to ask the Friends if they would fund the building of one on the South Branch property which would be maintained by a Girl Scout in the Parkside neighborhood. JC provided the Board with a draft copy of the Long Range Plan. JC also reported that the 2010 outreach van was involved in an accident yesterday. Our staff member was not at fault and was not hurt. The passenger door will need to be replaced and also the shrink wrap on that door.

COMMITTEE REPORTS:

- Board Member Selection Committee: Paul Johnson has reviewed the questions from the last time the Board selected a new trustee and didn't see any necessary changes.

UNFINISHED BUSINESS:

- Mike asked about participating in the parades. JC will send an e-mail to the Board with dates of all the parades.

NEW BUSINESS:

- Review and approval of suggested changes to Circulation Policies: Steven Trumbo moved to approve the Circulation Policies with changes, Paul Johnson seconded, all were in favor and the motion carried.
- Review and approval of suggested changes to the Income and Disbursements Policies: Mike Whiteman moved to approve the Income and Disbursements Policies with changes, Paul Johnson seconded, all were in favor and the motion carried.
- Review and approval of the FY2013-14 Uniform Financial Information Reporting form: Steven Trumbo asked if this is related to presenting the budget to the Fiscal Court. JC answered that HB 1 eliminates the requirement for the UFIR. The new method under HB 1, which begins July 1, requires the budget to be reported online where anyone can look at it. Steven Trumbo moved to file the report with the appropriate authorities, Christie Fillhardt seconded, all were in favor and the motion carried.
- Appointment of Budget Committee: Both Mike Whiteman and Steven Trumbo volunteered to participate.

- Disposal of Surplus Materials: Steven Trumbo moved to approve the disposal of surplus material as presented, Christie Fillhardt seconded, all were in favor and the motion carried.
- Destruction of Records: JC reported we keep 7 years back on financial documents. Dawna is asking permission to shred the FY2007-08 financial documents. Paul Johnson moved to approve, Steven Trumbo seconded, all were in favor and the motion carried.
- Certification of Board Members: JC suggested the Board consider requesting any Board member seeking a second term to complete the certification process which entails 5 hours of training. As a Board you can have a local policy that a trustee must have completed certification before the name will be presented to the Fiscal Court. Paul would like to see this discussion tabled for a month to be able to do some research. Paul Johnson moved to table, Mike Whiteman seconded, all were in favor and the motion carried.

FINANCIAL REPORT: Paul Johnson moved to approve the Financial Report, Mike Whiteman 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, May 21st, 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 6:35 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, 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 7:04 p.m.

ADJOURNMENT: Cathy Howard called the meeting to an end at 7:05 p.m.

Respectfully Submitted,
Chantelle Bentley Phillips, Assistant Director

Cathy Howard, President

Christie Fillhardt, Secretary