

**BOARD OF TRUSTEES REGULAR MEETING**  
**January 21, 2015**  
**Carrico/Fort Thomas Branch**

**MINUTES**

**CALL TO ORDER:** President Cathy Howard called the regular meeting to order at 5:33 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; Pam Vincent, Carrico/Fort Thomas Branch Manager; Joyce Emery, Carrico/Fort Thomas Children's Programmer; Kiki Dreyer Burke, Public Relations Manager; Rachel Folz, Digital Marketing Manager; and Chantelle Bentley Phillips, Assistant Director.

**REVIEW OF AGENDA:** No changes.

**INVITATION FOR PUBLIC COMMENT:** None.

**ARCHITECT'S REPORT:** Joe Hayes reported on the construction projects at Newport and Cold Spring – roof improvement at both locations, lower level renovations for Newport, and parking lot expansion for Cold Spring. Joe also showed the floor plans for the lower level of Newport. JC Morgan asked that the Board approve the documents and give permission to proceed to bid for the interior lower level at the Newport Branch. Steven Trumbo asked for the approximate cost of the lower level renovations. Joe answered that the cost should be about \$150,000 to \$200,000. Paul Johnson move to approve the documents and provide permission to proceed to the bid process, Christie Fillhardt seconded, all were in favor and the motion carried.

**SPECIAL PRESENTATION:** Danielle Heiert reported on her Senior Girl Scout Gold Award Project which is an 80 hour leadership project focused on something that the Girl Scout is passionate about. Danielle is passionate about reading and wanted to work with the library for her project. Danielle will be working with Ryan Salzman on the Little Libraries project and will be organizing the judging event as well as building two little libraries of her own -- one for Home Depot to thank them for donating material for the Little Library build and one to be placed in AJ Jolly Park for those who use the trails and campsites.

**MANAGERS' REPORTS:**

Pam Vincent reported on personnel changes at the Carrico/Fort Thomas Branch. She also reported on their new hamster, Fiddle, and mentioned her staff's attendance at next week's In-House Training as well as Mike Fair's participation as a presenter. Pam then reported on the car accident that took out the item return box as well as a light pole. The new item return box is being shipped this week and we are waiting on parts for the light pole which may not be in until the end of February. To protect the building and staff from further accidents, the ground is being prepped for concrete poles which will be installed along the southwest side of the building.

Joyce Emery talked about Lap Time and Baby Time programs. She reported that 80% of the adult brain is formed by the age of 3 and we know that children's brains benefit from more interaction with their parents. These programs encourage parents and kids to interact. Joyce scours the internet and books for the best rhymes, poems and finger plays to engage the children in her programs. As for outreach, Joyce

reported that she visits Bright Days, King's Kids and Abby's. Joyce also handles the Birthday Club and Saturday baby programs which are a bit more creative because she includes crafts in her Saturday baby times. Joyce also reported that she offers a monthly Puppy Tales program which helps with reading and also helps kids to overcome their fear of dogs.

Kiki Dreyer Burke reported on our new library mascot, Cam the Lion, and showed the final illustration. Stagecraft will be designing the actual costume. Cam will be introduced in the Summer Reading brochure. Kiki showed the Board the new design for the Children's brochure and talked about the program series Food for Thought. Kiki also reported that she has changed how she advertises programs in our newsletter. Because of receiving complaints about programs being full before patrons even get their monthly newsletters, she now promotes them when they first open for registration. Kiki reported that one of our programmers was featured on Fox19 on three times in December. She also reported that the Signature Series event, *Twain by the Tale*, had 285 in attendance. Finally, Kiki reported that she selected Jim Pleshinger to fill her Public Relations Specialist position. Jim formerly worked for the Enquirer and has strong layout skills.

Rachel Folz reported that the app is at version 0.9.9.1 and very close to the live version [which will be version 1.0]. Currently, she is focusing on getting Polaris to "talk" to the app on renewals and check outs. Rachel reported that she is not marketing on youtube.com. As for email marketing, Rachel reported that since July we have made 1,200 contacts and have 34% open rate (the national average is 18%). For a recent survey, Rachel reported that we had 79 responses, mostly from women and mostly positive. Rachel also reported on the individual webpages she's created to promote certain programs like the Created Equal series. She has created 28 original content pages on the WordPress server with 100 more to go before the migration to the new website platform is complete.

**PRESIDENT'S REPORT:** Cathy Howard reported on two thank you notes she received. One was from a retired Campbell County resident who had considered moving to Seattle but decided to stay because they love the library system. The second was a thank you note from Robertson County Public Library in regard to the computers that we donated to them.

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

**ATTORNEY'S REPORT:** Louis Kelly had nothing to report.

**LIBRARY DIRECTOR'S REPORT:** There were no questions about the written report. The Board all agreed that the page on our website where patrons can make a purchase suggestion for the collection is too hard to find. JC will ask Rachel about better promotion. JC also mentioned that the Library stopped contributing funds to the 401(k) accounts of employees who waive the library's health insurance and/or dental insurance. Employees now receive the waivers in addition to their regular salary. When the old process was curtailed, Terrie discovered that we had been making payments to the 401(k) plans over 26 pay periods. The paid amount, however, had been calculated to be over 24 pay periods which caused an overpayment to each employee. The total overpaid since the error began in 2009 was about \$8800. JC stated that it would be difficult to recover the funds as some employees had left the library. He also noted that the remaining staff still cost the library considerably less than paying for their health insurance. There was no further discussion.

**COMMITTEE REPORTS:** None.

**UNFINISHED BUSINESS:** Steven Trumbo asked about Board Certification and the completion of the remaining online course. At this time, JC has not heard anything from KDLA but he will ask and let the Board know.

**NEW BUSINESS:**

- Disposal of Surplus Materials: 1,438 items were withdrawn from the Library's collection in December. Steven Trumbo moved to approve the disposal, Christie Fillhardt seconded, all were in favor and the motion carried.
- Review/Approval of General Policies: Paul Johnson moved to approve the General Policies with the change in fines to 10 cents for all items, Steven Trumbo 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, Christie Fillhardt seconded, all were in favor and the motion carried

**NEXT MEETING:** Wednesday, February 18<sup>th</sup>, 5:30 p.m. at the Cold Spring Branch

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

**ADJOURNMENT:** Steven Trumbo 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 6:50 p.m.

Respectfully Submitted,  
Chantelle Bentley Phillips, Assistant Director

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Cathy Howard, President

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Christie Fillhardt, Secretary