Callaway County Library District
Minutes, Meeting of August 28, 2012

Board members present were Tonya Hays-Martin, President; Mary Ann Beahon; Mary Fennel; Terry K. Higgins and Mike Luebbert. Also present were DBRL Director Melissa Carr and staff members Elinor Barrett, Amanda Burke, Greg Reeves, Jim Smith and Mitzi St. John.

Public Hearing
Hays-Martin opened the public hearing and invited comment from the public. No members of the public were present. Hays-Martin closed the public hearing.

Call to Order
Hays-Martin called the meeting to order at 11:01 A.M. in the Friends Room of the Callaway County Public Library.

Roll Call and Determination of Quorum
A quorum of members was present.

Public Comment
No members of the public were in attendance.

Approval of Minutes
Hearing no changes, Hays-Martin declared the minutes of August 16, 2012 approved as written.

Setting of 2012 CCLD Operating Tax Rate
Smith announced that he was notified by the County Assessor that the assessed valuation was amended and the district may only levy a rate of 19.58 cents per $100 of assessed valuation rather than the 19.60 cents per $100 of assessed valuation as was originally reported.

ACTION: Luebbert moved, Higgins seconded setting the 2012 CCLD Operating tax rate at the rate of 19.58 cents per $100 of assessed valuation. The vote was taken by roll call: Beahon – yes; Fennel – yes; Hays-Martin – yes; Higgins – yes; Luebbert – yes. The motion passed unanimously.

Luebbert exited the meeting.

Potential Options for Balancing Revenues and Expenditures
Carr reported that she has been speaking with staff members about cost-saving measures and is very proud of Reeves and other CCPL staff members for being flexible and supportive. Carr reviewed the assumptions that she was working with while looking for cost savings and the Trustees agreed with her methodology.

Carr reported one change that has already been enacted: librarian Brandy Sanchez will return to working at CPL full time and librarian Jerilyn Hahn, who currently works full time at CCPL, will be working at SBCPL one day per week beginning in September. This change will provide the CPL Children’s Team with much-needed staff hours from Sanchez, and provide SBCPL with Hahn’s professional abilities in the areas of collection management and after-school programming. One-fifth of Hahn’s salary will be allocated to Boone County from September onward.

Another change in the works is to refine the materials ordering process. Currently, CCPL automatically receives a copy of all of the popular materials ordered. Collections Manager Doyne McKenzie is analyzing CCPL circulation by category and talking to CCPL staff to identify the subjects
which appeal to most patrons. She will create procedures to aid selectors in refining their purchases for the CCPL collection in order to better utilize the CCPL materials budget.

Carr reported that, for further cost savings, Reeves is not automatically filling vacated positions with the same number of hours at the same pay grade or classification.

Finally, Carr suggested analyzing usage at the Williamsburg and Mokane bookmobile stops to determine the need for those visits. She suggested that some communities’ usage may be so low that it would cost less to mail books to the residents. Beahon noted that Mokane residents have more ability to come to CCPL for library materials than do the residents of Williamsburg.

Carr noted that the amount of holds that are transported to Holts Summit by bookmobile make it imperative to find a location for a Library-To-Go locker system in that community.

**CCLD Marketing Plan**

St. John described the process of creating the plan, which included analysis of the 2011 DBRL Community Survey and meetings with CCLD and other staff. She gave a brief overview of the plan and requested that the Trustees send her any ideas for additions or changes. Hays-Martin thanked St. John and the rest of the staff who assisted in preparing the marketing plan.

Hays-Martin noted the challenge of reaching all of the residents of this large county.

Carr noted that Luebbert made the suggestion to add the DBRL logo to the outside of CCPL to increase the association of the facility with the regional library system.

Beahon suggested hosting one of the Kingdom of Callaway Chamber of Commerce’s monthly “Business After Hours” get-togethers.

Higgins noted her surprise that the CCLD had a lower number of card-holders than the Pew Research Center-reported average for rural areas and stated her support for increasing the number of card-holders. Carr suggested that the numbers may be lower due to more families in Callaway County using one card for all family members, but agreed that the number of library cards could be increased.

Fennel expressed her support for DBRL running a regular column in the Fulton Sun, and Beahon suggested offering the Literary Links column to the Sun, which is already printed in the Columbia Daily Tribune.

Higgins exited the meeting.

Hays-Martin noted that it is challenging to attract adults to library programs. Carr suggested more co-sponsored programs with organizations such as the Historical Society that will bring “built-in” audiences of members.

**Policy 2-695 (Smoking)**

Carr noted that the Smoking Policy will be reviewed by the BCLD later that day and they may decide to include the new SBCPL facility grounds. She asked if the CCLD Trustee were interested in adding CCPL grounds to the policy to make the entire DBRL region’s properties smoke-free. Reeves noted that the CCPL staff is in favor of making the grounds smoke-free, although they do have reservations about pushing smokers and their debris onto neighboring properties.

**ACTION:** Beahon moved, Fennel seconded recommending to the DBRL Board an amendment to Policy 2-695 (Smoking) including the CCPL grounds as a no-smoking area. The motion passed unanimously.

Beahon exited the meeting.

**Miscellaneous**

Reeves announced that CCPL received a new refrigerator thanks to the Friends of the Callaway County Public Library.
Public Comment
No members of the public were in attendance.

Adjournment
There being no further business, Hays-Martin adjourned the meeting at 11:55 A.M.

Minutes recorded by Amanda Burke, DBRL staff.

______________________________
Mary Fennel, Board Secretary