Callaway County Library District
Minutes, Meeting of December 3, 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.

Call to Order
Hays-Martin called the meeting to order at 12:00 p.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 November 15, 2012 approved as written.

CCLD Marketing Plan
St. John noted that the Marketing Plan is a component of the Implementation Strategies for 2013 and was initiated to improve public understanding of CCPL and the benefits of a regional library system in anticipation of a future ballot measure.

Beahon complimented St. John on the draft Marketing Plan. She noted that the list of Callaway County organizations needs editing to delete duplicates and add omitted civic groups.

Luebbert stated that he agrees with the overall direction of the Plan. He noted that CCPL has received excellent coverage from the Fulton Sun in the past year and he would like to see the Literary Links column printed in the Sun. Luebbert suggested the library have a presence at the county fair in order to bolster support from rural Callawegians. Carr noted that DBRL used to go to the fair but hadn’t in many years; it may be time to look into having a presence at that event once again.

Beahon suggested improving ties to the community by asking local artists to paint murals on CCPL property. Luebbert noted his support for putting the DBRL logo on the low wall facing Market Street.

In response to a question from Beahon, St. John said that Development Coordinator Rebecca Baughman Kerns can determine if grants are available to DBRL for implementing this marketing plan.

Higgins noted her concern with the 2011 Community Survey data, as some patrons may have answered questions about services not available in their library district.

In response to a question from Luebbert, Carr noted that the possibility of expanded hours may prompt Callawegians to vote favorably for a ballot measure.

Luebbert and Beahon expressed their support for hosting a reception for community leaders at CCPL.

In response to a question from Beahon, Carr said that DBRL staff will approach the Callaway schools’ administrators about putting a library card application in the back-to-school supply lists.

Luebbert suggested staff touch base with the Callaway County Commission to get their feedback, especially as a new member joins the Commission in January.

Beahon suggested applying vinyl decals of the DBRL logos to the CCPL doors.

Luebbert exited the meeting.

Carr noted that the CCPL staff will be given talking points to educate patrons about the regional system.
Beahon stated that Millersburg should be considered for future placement of a Library-To-Go locker system.

In response to a question from Higgins, Reeves noted that the relocation of Kingdom Christian Academy has affected CCPL, as the children previously visited the library almost every day.

Hays-Martin asked staff to eliminate broad assumptions from the Marketing Plan regarding certain populations of Callaway County.

In response to a question from Beahon, Carr stated that Reeves is the DBRL representative to the volunteer group organizing the Dolly Parton’s Imagination Library in northern Callaway County.

**ACTION:** Fennel moved, Beahon seconded approving the CCLD Marketing Plan. The motion passed.

Carr noted that any items with major cost implications will be brought to the Regional Board for consideration. St. John will develop a schedule for implementing the Marketing Plan and talking points for CCLD Trustees.

**Miscellaneous**

Carr noted that plans for an Economic Enterprise Zone in Callaway County have been put on hold. She noted that the New York Times is doing a series of articles on tax abatement programs.

In response to a question from Beahon, Carr stated that DBRL chooses child care centers to visit based on their geographic location (they must be outside city limits of Columbia and Fulton) and whether they are licensed. Beahon suggested scheduling some one-time events at child care centers within city limits to issue library cards and familiarize the teachers with DBRL resources.

The group discussed websites that list essential Callaway County resources; St. John will request that DBRL.org is listed on key sites.

The group discussed the CCPL parking lot. In response to a question from Higgins, Carr stated that the north drive (off of Court Street) is wide enough for two-way traffic and the position of the drop box suggests that the drive is expected to be used as an entrance. There is no understanding that the drive is one-way only. There have been no collisions in the lot. In response to a question from Beahon, Reeves stated that parking is scarce only when attendees of nearby events, such as parades or visitation services, park in the CCPL lot.

**Public Comment**

No members of the public were in attendance.

**Adjournment**

There being no further business, Hays-Martin adjourned the meeting at 1:00 p.m.

Minutes recorded by Amanda Burke, DBRL staff.

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Mary Fennel, Board Secretary