Call to Order, Roll Call, and Determination of Quorum

Gerding called the meeting to order at 7:02 p.m. in the Virginia Young Room of the Columbia Public Library. Board members present were Mary Ann Beahon; Susan Breyfogle; Linda Dellsperger; Mary Fennel; Rosie Gerding, Vice President/Secretary; Lynn Hostetler; Tiff Lauffer; Jim Loveless; Mike Luebbert; David McDonald; Tom Richards; Jessica Robinson; and David Webber. Terri Brunner, Shawn Cockrum, Marie Glaze, Terry Higgins, Patricia Powell, and MaryEllen Sievert were absent.

Also present were Melissa Carr, Director; and Elinor Barrett, Connie Bush, Kris Farris, Greg Reeves, Jim Smith, and Lauren Williams, DBRL staff. Marilyn McLeod and Nathan Pauley, DBRL staff, were present until the recess to individual library district meetings.

Public Comment

There was no public comment.

Finance Committee Report

Robinson reported that the Finance Committee met on August 4 to review the preliminary CY 2009 DBRL Operating Fund Budget. The purpose of the preliminary budget is to demonstrate the need for setting the 2008 tax rates, and it also provides the framework for the final budget. Robinson said that the committee approved a motion recommending acceptance of the Preliminary 2009 Operating Budget to each of the individual library district boards.

Robinson said that the committee also received a report on Senate Bill 711 that will be effective August 28, 2008. The bill modifies laws regarding property taxation by requiring tax rate rollbacks by all political subdivisions in reassessment years, changing the way tax rate ceilings are determined in a year following reassessment and changing the timeline for the assessment and appeal of property taxes. She said at this point the legislation should not have an impact on the next year’s budget or the library system’s tax position.

Robinson reported that the committee directed staff to bid for a consultant to evaluate our facilities and present information needed to determine possible capital outlay requirements for all facilities for various timeframes. If the consultant’s costs are reasonable, the committee agreed that obtaining this information would be useful for documenting the amount of funds that should be saved as part of the fund balance for the upkeep of facilities and estimating what would be available for other uses.

Preliminary CY 2009 DBRL Operating Budget – Smith reviewed the budget beginning with revenue, saying that revenue is expected to increase from the CY 2008 budget due to growth in assessed valuation in all districts. Smith stated that the preliminary budget is
based on tax rates staying the same for the Columbia Library District and the Boone County Library District and increasing slightly for the Callaway County Library District. These increases will be offset somewhat by expected lower interest rates in the investment income line item. In response to a question regarding whether the library’s property tax-based income would increase even with the depressed housing market, Smith said that tax income has been stable in the past, and the preliminary assessed valuations prepared by the county assessor saw an increase, so he feels confident about the estimates in the budget. Richards added that Mid-Missouri has been somewhat insulated from the large drop in housing prices because over the past several years, the area’s real estate prices didn’t increase as much or as fast as prices in other areas of the country.

Smith reviewed the expenditures section saying that the preliminary budget does not give staff authority to spend any funds; the board gives this authority when it approves the final budget in November. Salaries and Benefits are expected to increase due to including a placeholder for a 3.5 percent across-the-board raise for staff. Smith added that the cost of benefits is also expected to increase and said that staff will put together more detailed information on salaries for the final budget recommendation. The Library Materials budget increased from the 2008 budget to improve collections at all facilities. Smith clarified that comparing the projected 2008 amount to the preliminary 2009 budget for this category, the amount of funds for Library Materials actually decreases because the 2009 budget does not include donations. Donations are budgeted in the Contingency line discussed later.

Smith stated that both General Operating and Building Operations and Maintenance increased from 2008 mainly due to inflationary costs. These lines also include some special requests that will be further evaluated before the final budget. The Contingency category is a placeholder to cover grant and donation spending or emergency expenditures approved by the DBRL board. This category is necessary to keep the library from exceeding its budget in total and is offset on the revenue side by the Donations and Grants revenue lines.

Smith said that Capital Outlay increased from the 2008 budget and includes a placeholder for several furniture and equipment requests. These and other requests not included in the preliminary budget will be further evaluated, and staff will provide detail for Carr to determine if they should be included in the final budget.

Smith said that the Fund Balance is also projected to increase by $441,808 to a total of $7,910,760. He said that these funds are being saved for future capital improvements of the buildings and five years of furniture and equipment replacements based on the furniture and equipment the library currently owns. He pointed out that there are also funds set aside for implementation of the Strategic and Long Range Plans. Carr added that staff basically made no changes to these categories and that after the library completes the strategic planning process, we should have a clearer timeline for necessary improvements to facilities and direction for expenditures on services. Richards said that the facilities study will help the library better allocate and justify these reserves.
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Carr explained that the preliminary budget process encourages managers to evaluate their departments’ needs early and begin gathering information on costs and data justifying the requests. She said that the preliminary budget does not include any new staff positions even though there were requests for additional hours in some departments. Carr explained that these requests need further justification before they can be included in the budget.

Public Comment – There was no public comment on the preliminary CY 2009 DBRL Operating Budget.

Approval of Minutes

Dellsperger moved and Loveless seconded approval of the July 26, 2008 minutes. The motion passed.

Monthly Reports

Financial Report – Smith said that on the tax rate notices there is a new section called “explanation of projected tax income” that is now required by state statute. He said that this year’s increase in projected income is based on new construction and growth in reassessment in all districts.

Service Report – Carr reported that July was an extremely busy month at all facilities, but the first weeks of August have been less busy. Carr said that the staff at the Callaway facility has done a great job rearranging a number of collections to provide more visibility for new items and giving a fresh look to the building and collection. Dellsperger said that she has had several comments from people impressed with how great the Columbia facility still looks after almost six years of use.

Director’s Report – Carr reminded board members that if they would like to attend the upcoming Missouri Library Association conference October 1-3 in St. Louis, then they should notify Terry Higgins in writing this evening. She said that the One Read programs are coming up and thanked Higgins, Webber, and Glaze who have volunteered to lead a book discussion on September 16 at noon.

New DBRL Web Site – Farris provided background on the library’s long-term goal to improve the DBRL web site. She said that Elinor Barrett, Nathan Pauley, Marilyn McLeod, and the IT Department under Mike Mullett began meeting to flesh out the priorities for the site, and she briefly outlined the group’s work over the past many months. She said that staff’s goal is to completely redesign DBRL’s web site utilizing web 2.0 technology and techniques in order to create a full service electronic library branch with popular collections for check-out, reference databases, information resources on a variety of local, national and international topics, and information to enhance children’s literacy. Farris said that the usage numbers for the current web site have been decreasing partially due to the fact that it is difficult to simultaneously design a new web site and keep the old site moving forward. She said that on the current web site important information is buried, and when the library launches the new site and promotes the electronic resources
accessible only through the site, she expects that usage will again increase. She said that the current web site is more of a PR tool, and the new site will be more user-focused and interactive.

Pauley demonstrated the new web site, saying that the site’s three primary uses – based on usage statistics and anecdotal reports – are highlighted in boxes near the top of the home page. These features are catalog access; reading suggestions and reference and other information; and personal library account management. Pauley also showed the main navigation tabs at the top of the page, which better promote and organize information about the library’s services.

McLeod said that the design team hopes the site communicates to the public that libraries are primary information sources. She said that too many people rely on Google searches for information and miss the deep resources available in the databases to which the library provides access. The new site brings forward and highlights these important resources. She showed links to subject guides and information on current topics, highlighting database resources, quality web sites, and local information. McLeod said that patrons will be able to subscribe to a newsletter service so they are notified when new titles in selected categories or genres come available, and these newsletters – sent by email or RSS feed – will contain links to the DBRL catalog so users can place holds on items of their choice. She added that a new teen section uses a blogging platform for easy editing and updating and will allow interaction. Pauley demonstrated the Tumblebooks database available on the kids section of the web site.

Farris said that DBRL wants to promote the web site as an online library. She said that staff plans a soft launch in September where the old site and the new exist side-by-side so patrons can compare the two and provide feedback.

In response to a question, Carr said she would follow up with the head of technical services regarding allowing users to set up a name and password instead of being required to use their library card numbers to log in to the site. Board members suggested tracking staff hours spent working on the web site as part of documenting the ongoing costs of running and maintaining the web branch.

**Recess to Individual Library District Board Meetings**

Loveless moved, Hostetler seconded, to recess to individual library district board meetings. The motion passed and Gerding recessed the meeting at 7:57 p.m.

Gerding reconvened the meeting at 8:09 p.m.

The board further discussed the new web site and planning for its growth, particularly in terms of providing staff and monetary resources to support its maintenance. Farris and Carr explained that due to the recent centralization of the materials selection process, some of the professional librarians have had time freed up to work on providing content for the new site. Farris said that staff time will need to be devoted to keeping the information
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current and to adding new information. She added that the platform on which the site is built makes it very easy for librarians to edit content themselves after just a bit of training. Carr said that she is aware that eventually we’ll be asking for more staff to manage and continue to develop the site, but for the present we have worked on ways to best utilize current staff.

The board discussed promoting the new website as a complete library branch – an “eBranch” – and not using the term “web site.” They suggested having “how to use your new branch” training sessions for patrons, and Carr said this is also an opportunity to make library presentations at local meetings of various civic groups. Carr thanked the staff members who have worked so hard on this eBranch project.

**Report from Individual Library District Board Meetings**

Callaway County – Luebbert reported that the Callaway County Board voted unanimously to approve the Preliminary CY 2009 DBRL Operating Budget. He said that the board also met on July 26 and elected the following officers:

- President – Mike Luebbert
- Vice President – Mary Ann Beahon
- Secretary/Warrant Officer – Mary Fennel

The board also elected Shawn Cockrum as their representative on the Finance Committee.

Boone County Library District – Robinson reported that the Boone County Board approved the Preliminary CY 2009 DBRL Operating Budget and set the operating tax rate at 29.86 cents per $100 of assessed valuation.

Columbia Library District – Richards reported that the Columbia Board voted unanimously to approve the Preliminary CY 2009 DBRL Operating Budget. He said that the board set the district’s operating tax levy at 29.71 cents per $100 of assessed valuation, and they set the debt service tax levy at 22.5 cents per $100 of assessed valuation, which they lowered from last year’s rate. The board also accepted the donation of a painting from artist Byron Smith.

**Committee Reports**

Long Range Planning Committee – Gerding said that the committee has finished the planning process design, which has enormous emphasis on public transparency and accountability. She explained that the committee is asking three community members to participate, and currently Teresa Maledy who lives in the Columbia Library District has agreed to participate. The committee is still working on getting representatives from Boone and Callaway. After all of the community members are determined, the library will issue a press release announcing the planning team members and meeting schedules, emphasizing the library’s excitement about the opportunities for public input. The library will have a booth at the September 4th City of Columbia’s Visioning Showcase, PR will be creating handouts with fun “fast facts” about the library, and planning team members will
make courtesy phone calls to civic leaders to inform them of the planning process. The library also plans to include inserts in mailings and have handouts at the circulation desks.

Gerding said that Ellen Miller will be gathering input from all board members regarding the priorities and issues the individual members feel need to be addressed during the process. Miller will gather these responses by August 29. The planning team will provide progress updates at DBRL Board meetings and bring any recommendations to the DBRL Board for approval. The committee will go through a values and vision activity with the full board. Gerding described the meetings and work sessions Barrett has been and will be conducting with library staff and the staff administration committee. The resulting summary of service priorities will be brought to the board and then to the public in a kind of “road show” in late October through November. Gerding invited all board members to attend the strategic planning meetings.

ACTION: Robinson moved, Webber seconded, to approve the strategic planning process proposed by the Long Range Planning Committee. The motion passed.

Communication Committee – Robinson reported on progress made on the Communications Blueprint. She said that there will be media training at both the September and October DBRL Board meetings, with Doug Russell from the University of Missouri speaking at the October meeting. She reported that Farris and her PR staff have made great forward progress on plans for the newsletter, and they plan to distribute the first newsletter on or near October 5. By early September staff will post the masthead and planned newsletter topics on the trustee web site for comment and review. The board discussed the goals of the Communication Blueprint and the importance of considering them within the context of that complete document.

Old Business

DBRL Bylaws – Hostetler explained that the proposed revisions to the DBRL Bylaws were first presented in June, then at the July meeting there was one final change proposed regarding minutes.

ACTION: Hostetler presented the motion from the Contract and Bylaws Committee recommending approval of the revised DBRL Bylaws.

Carr reminded the board that according to the bylaws, 13 board members have to approve any changes, so Gerding, acting chair, would need to vote. The motion to approve the revised DBRL Bylaws passed unanimously with 13 votes in favor and none against.

Board Retreat Follow Up – Carr said that the board packet included the board-created action plans from July’s retreat. She said these could be discussed at a future meeting so that she could know which plans to prioritize.
New Business

Code of Ethics, Public Disclosure Policy – Carr said that there are no changes to this policy, but DBRL is required by state statute to adopt a resolution every two years establishing and making public its method of disclosing potential conflicts of interest.


Resolution for Retired Board Member
ACTION: Richards moved, Breyfogle seconded, to adopt the resolution in honor of retired board member Patsy Craghead. The motion passed.

Public Comment

There was no public comment.

Staff Comments/Announcements

Smith announced that Bob Higgins, the retirement plan consultant from Benefit Plans Plus, was extending the trustee survey deadline to Monday at noon and asked all members to complete the email survey.

Carr encouraged board members to visit the children’s area to see the dragon-shaped computer workstations purchased with part of this year’s Friends of the CPL donation.

Bush said that the new self-check machines were made available for public use this week. The patrons are not yet able to check out items in security cases at the self-check machines, but so far the public seems to enjoy using them. Loveless asked if bigger signage could be used to make the machines easier to locate.

Board Comments/Announcements

Gerding reminded the board that their August activity is to tell one person who doesn’t already know that you are a library trustee.

Adjournment

Dellsperger moved, McDonald seconded, to adjourn, and Gerding adjourned the meeting at 8:51 p.m.

Minutes recorded by Lauren Williams, Executive Assistant.

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Board Secretary