Daniel Boone Regional Library  
Minutes, Meeting of September 11, 2008  

Call to Order, Roll Call, and Determination of Quorum  

Higgins called the meeting to order at 7:01 p.m. in the Friends Room of the Callaway County Public Library. Board members present were Terry Higgins, President; Susan Breyfogle; Terri Brunner, Warrant Officer; Shawn Cockrum; Mary Fennel; Rosie Gerding, Vice President/Secretary; Marie Glaze; Lynn Hostetler; Tiff Lauffer; Mike Luebbert; Patricia Powell; MaryEllen Sievert; and David Webber. Tom Richards and Jessica Robinson arrived after roll call. Mary Ann Beahon, Linda Dellsperger, Jim Loveless and David McDonald were absent.

Also present were Melissa Carr, Director; and Elinor Barrett, Connie Bush, Kris Farris, Jerilyn Hahn, Melanie Henry, Sarah Howard, Pat Kopp, Marilyn McLeod, Karen Neely, Greg Reeves, Jim Smith, and Lauren Williams, DBRL staff. Patsy Craghead, retired DBRL Board member, was present for the first portion of the meeting.

Public Comment  

There was no public comment.

Recognition of Retired Board Member Patsy Craghead  

Powell read the resolution passed by the DBRL Board in August 2008 honoring Craghead’s many years of service to the library. The board thanked Craghead with a standing ovation.

Approval of Minutes  

Gerding moved and Brunner seconded approval of the minutes from August 14, 2008. The motion passed.

Monthly Reports  

Financial Report – In response to a question, Carr and Kopp explained that the library now purchases DVDs fully processed and already in security cases instead of having staff do the processing and purchasing security cases separately. This practice saves more money than originally estimated, so the Technical Services Supplies line is expected to be under budget at year’s end. In response a question regarding how the library paid for the new Sirsi servers, Smith said that the cost savings due to not needing a new postage machine this year, postponing a software purchase and savings from other purchases covered the cost of the servers. He added that we expect to be within 10% of the budget.

Service Report – Carr explained that the number of overall holds is increasing this year compared to last, but the percentage of online holds is increasing even faster as this
convenience service becomes more and more popular. Carr also commented on the
diversity of attendees at a recent library program. Carr responded to a question about
circulation increasing at SoBoCo but the door count decreasing, saying staff speculates
that patrons are checking out a larger quantity of books and picking up more holds.
Neely added that because of the way the doors open, SoBoCo’s door counter can
sometimes be unreliable. Carr explained that the total monthly visits for CPL are up
5.8% but the average daily visits are down 4.8% because while the library was open four
extra days (Sundays) in 2008 (decreasing our average per day compared to 2007), the
library was actually open the same number of hours this August compared to last.

Director’s Report – Carr reported that the banner ordinance for the CPL will be read for
the first time at the city council meeting on September 15 and then placed on the consent
agenda at the October 6th council meeting.

Carr said that the mayor and county commissioners rejected our proposal to have more
than one voting member represent the Columbia Library District, the Columbia Special
Business District, and Boone County Family Resources on the Columbia TIF
Commission. She said that Mike Vangel of the Special Business District will represent
all three entities, but she and Richards plan to attend the meetings as non-voting
representatives of the CLD.

Carr informed the board of a recent newspaper article about a group of concerned citizens
in St. Louis questioning the suitability of some teen materials in their library’s collection.
She said that she and staff have reviewed DBRL’s policies regarding material selection
and challenges in case the issue should arise locally.

Summer Programs – Carr introduced Sarah Howard, Children’s and Teen Coordinator,
Karen Neely, Head of Outreach and SoBoCo, and Jerilyn Hahn, Children’s Librarian at
the CCPL. Howard explained the Summer Reading program’s goal to help kids maintain
their reading skills while school is out for the summer. She reviewed this year’s “Catch
the Reading Bug” program and the library’s success in partnering with area schools. This
year’s summer grant paid for library and school staff to work cooperatively so that all
area children had a single summer reading program in which to participate with all kids
working towards the same goal. The grant provided funds for performers to visit summer
schools, promotional materials, and staff to open and work in four area schools’ media
centers. Howard added that the DBRL Foundation and the Friends of the Library
donated funds for the books given to the “baby bug” finishers and for some of the
programs.

Neely described the grant-funded Books by Snail program and its success in reaching
school-aged children in Hallsville and Sturgeon. The program had 82 participants, and
the library achieved its goal of reaching children who were not already library users; 51%
of the participating children became new library card holders through the program.
Neely added that the grant paid for the cost of mailing the books, and the average cost to
mail a package was $2.26.
Hahn discussed the Reading is Fundamental (RIF) program in Callaway County. She explained that RIF programs prepare and motivate children to read by delivering free books (two by the end of the summer) and literacy resources to those children and families who need them most. All RIF programs combine three elements to foster children's literacy: reading motivation, family and community involvement and the excitement of choosing free books to keep. Hahn reported that this year the library distributed more than 2,500 books and provided programs for the kids at the book distributions. She said that donations from the Friends of the CCPL and from the Keckeley Fund, held by the DBRL Foundation, provide matching funds for the program.

In response to a question, Howard said that 200 teens region-wide participated in the Summer Reading program. She added that this year the library had nearly twice as many Summer Reading participants finish the program compared to last year. She explained that eliminating the requirement to track the number of books read made the program easier to finish. She said that the library partnered with a lot more schools this year than last. Howard added that over 15,000 kids attended a program this summer.

Higgins congratulated Powell on receiving the 2008 Missouri Retired Teachers Association’s Distinguished Retiree Award.

District Board Reports

Callaway County Board – Luebbert reported that, in August, the CCLD Board set the 2008 operating tax rate at 19.54 cents per $100 of assessed valuation.

Committee Reports

Strategic Planning Team – Gerding distributed a memo about the previous Monday night’s Strategic Planning Team meeting. She said that the team came to a tentative decision to have the long range plan cover the period of 2009 to 2017, when the Columbia Library District pays off its building debt. Gerding clarified that the plan won’t encompass everything that will happen during that time frame. She announced the three community members participating on the team: Teresa Maledy, President of Commerce Bank; Craig Brumfield, Business Development Officer for Callaway Bank; and Lee Fritz, Presiding Callaway County Commissioner. Gerding also called the Board’s attention to a summary Ellen Miller compiled from the Board and community member surveys she conducted regarding the emerging themes that should be considered during the planning process.

Risk Management Committee – Breyfogle reported that the Risk Management Committee is working with a consultant to evaluate retirement plan options for employees. The committee decided to investigate defined contribution plans, such as 401(k) plans, as well as a defined benefit plan available through MoLAGERS. She said the committee is pursuing an actuarial study of the various options available through MoLAGERS to see which would best fit the library’s needs and to compare this plan type to the 401(k) plan option. She explained that whether or not the library decides to offer a
defined benefit plan through MoLAGERS, the library will still need to maintain the current defined contribution plan (the 401(k) retirement plan) because a defined contribution plan cannot be rolled into or combined with a defined benefit plan.

ACTION: The Risk Management Committee recommends that the DBRL Board direct staff to bid for a 401(k) retirement plan. The motion passed.

Ad Hoc Communications Committee: Media Training – Farris explained the formation and work of the Communications Committee after the April 2007 election, which resulted in the Board’s adoption of the Communications Blueprint and the Trustee’s Role in Communication. As a part of the Communications Blueprint, the board asked for media training. Farris provided the Board with tips for working with the media. If called by a reporter for an interview, board members should feel comfortable asking for the reporter’s deadline and requesting that the interview be conducted later. The board member should also ask for the story’s topic or focus so that he or she can be prepared for the questions the reporter might ask. Farris asked that she or Carr be notified of all press requests for interviews. Robinson explained that, as part of the Communications Blueprint, the board adopted the policy that each president serves as the spokesperson for his or her respective board. Farris and Carr act as spokespersons for the library, which makes a total of six people to move forward a concise message. Farris shared the following three tips:

1. Answer only the questions you are asked; don’t offer extra information.
2. Be careful with informal small talk and stick to the main two or three points you want to make.
3. Be comfortable with silence and don’t feel like you need to fill the silence by continuing to talk after you have made your key points.

Farris suggested that all board members review the key messages and sub points contained in the Communications Blueprint.

Robinson said that there are three main goals of the media training:

1. To help all trustees understand their roles and to be advocates for the library first and foremost.
2. To provide strategies for fielding calls from the press. Robinson reaffirmed that calls should be directed to board presidents, their designees, or Farris. If board members other than the presidents receive calls, they can help the presidents or Farris by asking the reporter for the story’s deadline and focus or topic.
3. To ensure that trustees have the tools they need for successful communication with the public. Robinson said that at the October meeting David Russell from the University of Missouri will make a presentation to the board about the role of a public body regarding advocacy.

The board discussed how to treat email inquiries and if they should be handled like phone calls from the media. Robinson commented that new media, such as blogs and other
electronic formats, have the air of being casual but are actually permanent and should be
treated like other forms of media.

ACTION: Robinson moved to amend the Communications Blueprint to state that the
president act as spokesperson for all formal inquiries. Sievert seconded the
motion.

The board discussed whether this motion would discourage trustees from speaking out
more in the community. Some expressed the opinion that they disliked the idea of
individual communication having to go through the board president. The motion failed.

**Old Business**

**Board Retreat Follow Up** – Powell and Sievert said they would have a report on the
“Board Buddy” program at a later meeting. Robinson commented that the board action
plans from July’s retreat look like a list of to-dos for staff, and she was concerned how
spending time on these topics would affect work on other priorities like the long range
plan.

ACTION: Robinson moved, Webber seconded, to put the board action plans on hold until
the Strategic Plan is completed.

The board discussed whether certain items on the action plan could be accomplished
without conflict with the strategic planning process. Carr explained that she placed
discussion of the action plans on the agenda because they read like a list of action items
for herself and staff, but she also has a list of priorities from the Evaluation Committee.
Webber explained that at the board retreat he saw this as simply a group exercise and
chose a topic that was not necessarily the most important for the board to address but one
that could easily be outlined in the time allowed for the exercise.

ACTION: Webber suggested amending the original motion to state that the DBRL Board
Action Plans be folded into the Evaluation Committee’s discussion of setting
priorities for the year. Robinson accepted Webber’s amendment. The motion
passed with one dissenting vote.

**New Business**

There was no new business to discuss.

**Public – Comments on Agenda Items**

There was no public comment.

**Staff – Comments/Announcements**

There were no staff comments.
Board – Comments/Announcements

Robinson reminded the board of September’s activity: to distribute library brochures, program guides, and other handouts whenever appropriate. Brunner added that at Centralia Public Schools it is also “sign up for a library card” month.

Adjournment

Sievert moved and Gerding seconded to adjourn. Higgins adjourned the meeting at 8:35 p.m.

Minutes recorded by Lauren Williams, Executive Assistant.

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Board Secretary