Daniel Boone Regional Library  
Minutes, Meeting of October 16, 2008

Call to Order, Roll Call, and Determination of Quorum

Higgins called the meeting to order at 7:00 p.m. Board members present were Terry Higgins, President; Sue Breyfogle; Terri Brunner, Warrant Officer; Shawn Cockrum; Linda Dellsperger; Rosie Gerding, Vice President; Marie Glaze; Tiff Lauffer; Jim Loveless; Michael Luebbert; Patricia Powell; Tom Richards; Jessica Robinson; and David Webber. Mary Ann Beahon and Mary Fennel arrived after roll call. Lynn Hostetler, David McDonald, and MaryEllen Sievert were absent.

Also present were Melissa Carr, Director; and Elinor Barrett, Connie Bush, Betsy Collins, Melanie Henry, Pat Kopp, Doyne McKenzie, Greg Reeves, Jim Smith, and Lauren Williams, DBRL staff. David Russell, Chief of Staff for the University of Missouri System, was present for the first portion of the meeting.

Public Comment

There was no public comment.

Approval of Minutes

Gerding moved, Loveless seconded, approval of the minutes from September 11, 2008. The motion passed.

Monthly Reports

Financial Report – There were no questions on the financial report.

Service Report – Carr said that while having one additional open day this September compared to September 2007 contributed some to the increases in circulation and visits, that fact alone doesn’t explain the increase in use of the library in September. On the Saturday of the Friends of the Library book sale, the Columbia Public Library (CPL) had over 3,000 recorded visits.

The Outreach Department has seen an increase in the number of people reserving books online and choosing to pick up their held materials at a bookmobile stop. The Holts Summit stop saw the largest increase in use of this service, with 91 held items picked up at the first stop in September and 121 held items picked up at the second.

Ad Hoc Communications Committee

Carr introduced David Russell, Chief of Staff for the University of Missouri System. Russell presented the role of the board as a champion and advocate in the community and discussed the fundamental principles that should guide the board as trustees of the public
trust. He talked about establishing credibility with the public, which wants the board members to be independent representatives of the interests of their constituents. Russell’s recommendations for establishing credibility included:

1. Develop a memorable mission statement and display it constantly as a continual reminder to the board of the business they are in and what their purpose is.
2. Emphasize cooperation and collaboration.
3. Draw on the support of others and establish broad alliance with key actors in your communities; build lines of communication during times of calm so you can count on others during times of crisis. Don’t wait for a crisis to become an advocate.
4. Be accountable and transparent to your constituencies; consider establishing accountability measures.
5. Think in internal and external dimensions; communicate with and be sensitive to the needs and attitudes of those within your organization as well as those outside of it.

Russell defined what it means to be an advocate. He recommended all board members know their key messages and have an “elevator speech” or a concise message about the library that can be delivered in 60 seconds or less. The board members shared their ideas of key messages regarding the library, and Robinson read the three key messages outlined in the board’s Communications Blueprint. Russell suggested that the board share with constituents their stories and testimonials about what made them decide that libraries were worthwhile in the first place. He encouraged the board members to become good storytellers about the library.

Finally, Russell made the following recommendations about dealing with criticism.

1. Handle criticism with a positive attitude and be receptive.
2. Promise to take action and report back to the Director.
3. Use the interaction to inform the constituent about the positive things going on at the library.
4. Receiving criticism is an opportunity to focus on and communicate with people who have a profound effect on the electorate and the people you serve.
5. Remember that every constituent is important.

The board thanked Russell for his time and presentation.

**Monthly Reports Continued**

**Director’s Report** – Carr introduced Doyne McKenzie, head of Collection Development and Betsy Collins, a librarian in the Collection Development department.

McKenzie showed the board a playaway device, a self-contained audiobook on mp3 that patrons can listen to with headphones and that require no additional equipment to play. This new format began circulating at all facilities last month with the help of funds from the Friends of the Columbia Public Library donation.
McKenzie explained the process that began in 2006 to streamline the selection of materials for DBRL. She said that Collins examined the selection processes of other libraries and interviewed DBRL’s 17 selectors who were choosing materials in 35 different selection areas. A committee was formed to review eight possible selection models, and that committee chose one model to recommend to the Director. After some revisions, that model was implemented in October of 2007 and reduced the number of selectors from 17 to 6. McKenzie explained that the new model made selection more efficient, freed up librarians’ time to devote to other activities, and shifted their collection approach to a focus on managing and marketing the collection. These librarians find gaps in the collection and have more time to devote to weeding, collection promotion, and displays. She added that the librarians are also writing and compiling content for the library’s new virtual branch and writing articles for The Columbia Daily Tribune. McKenzie explained how titles are chosen for purchase; how librarians keep personal preferences from influencing selections; how materials are selected for the different facilities; how communication about selection between the branches and selectors has improved with the new streamlined process; and how “Most Wanted” items are selected.

In response to a question about weeding materials, McKenzie explained that many weeded copies of titles go to the Friends for their sales, and Neely added that these books also make up the Outreach department’s deposit collections at fire houses, jails, senior centers, and other locations. McKenzie explained why weeding isn’t based on circulation statistics alone. She said that a librarian needs to see what is shelved around an item and whether its removal will create a gap in subject coverage in a certain area. Also, if there is more than one copy of a title, the conditions of those copies must be evaluated so that the ones in worse condition are the ones discarded. The board discussed shelf space and how the branch locations in particular are close to maxed out on shelf space.

Collins informed the board of a new downloadable audiobook service the library will soon be offering called Overdrive. Overdrive will integrate with the library’s web site and circulation system, allowing patrons to log in with their library card number and pin; they will not have to come into the library to create an account. Another improvement over NetLibrary is the ability to select individual titles rather than being limited to pre-selected materials from the company. She said that some titles will also be available in an mp3 format for iPods and iPhones. Collins explained that the library will continue its contract for eBooks with NetLibrary but will discontinue that library’s audiobook service at the end of October. There will be a gap of two months where no downloadable audiobooks will be available while the Overdrive service is configured for our web site and staff selects titles.

**District Board Reports**

Columbia Board – Richards reported on the Columbia Board’s meeting held earlier in the evening. He said that the banner ordinance was approved by the city council to allow the library to attach banners to the city’s light poles. The hope is to have the banners up by the end of the year. Richards said that the board also discussed a piece of property north of Broadway that First National Bank is disposing of. It is cattycornered to the existing
north parking lot. He reported that the board directed staff to gather more information about the property, including potential price and uses.

**Committee Reports**

**Long Range Planning Team** – Gerding distributed a handout of the six service priorities proposed by staff to be the library’s focus for the next 5 to 9 years. She said that these priorities are being displayed at the public forums so that visitors can add their comments regarding each one. Gerding reported on the first public input forum at Holts Summit and the first visits with community leaders. She then reported on the Long Range Planning Team’s recent meeting, saying that the team received reports on recurring themes, external trends and forecasts, population projections, and unique characteristics of the communities in our service area. The team started drafting a vision statement, and the full board will go through an exercise on this topic in November.

**Evaluation Committee** – Webber recounted the success of last year’s Director’s evaluation and said that this year the board would be evaluating Carr based on a set of objectives drafted using feedback from last year’s evaluation process with the staff and the board and then refined through further conversations with Carr. He said that the organizational objectives distributed to the board members in their packets were listed under two categories, primary and secondary. He reported that the Evaluation Committee agreed that the two primary objectives were the most important and should be accomplished in the 2008-2009 board year. The expectation for the secondary objectives is that progress will be made on each of them, but there is no expectation that they be completed. Webber also reported that the committee had been given the task of reconciling the action plans from the board retreat with the organizational objectives and Carr’s work plan. He said that the committee felt like all four were included implicitly in the objectives listed.

ACTION: The Evaluation Committee recommends that the DBRL Board adopt the organizational objectives and Director’s work plan for 2008-2009.

Carr explained that since a draft of these objectives was created in early summer, progress has been made on several of them. She said the objectives are helpful for her and staff as they prioritize their work. The motion passed.

Webber reviewed the timeline for this year’s evaluation. In April the board will receive a report from the director and the evaluation form asking for a narrative response, similar to last year’s form. The evaluations will be due in May.

**Old Business**

There was no old business to discuss.
New Business

Webber asked for more information about the literacy projects mentioned in the Director’s Report. Carr said that ALTRUSA is a national service organization, and representatives contacted the library looking for literacy projects. Barrett, Sarah Howard, and Sherry McBride-Brown proposed the “book nook” at the Central Missouri Food Bank Pantry and the additional weekend session of Reading to Rover. ALTRUSA agreed to work on both. In response to a question, Barrett estimated that more than 40 to 50 families would participate in the Saturday Reading to Rover session. She added that the book nook will be available to the 80 to 200 families that visit the food pantry each month.

Public Comment

There was no public comment.

Staff Comments and Announcements

There were no announcements.

Board Comments and Announcements

Loveless asked if board members could have some sort of card to carry that contains the library’s mission, key messages, and other information to help them be better advocates. Robinson volunteered to print the board’s key messages on temporary cards to distribute until library staff can create something more permanent.

For homework, Higgins asked each board member to draft a 60-second “elevator speech” about the library. She will ask some board members to share their speeches at November’s meeting.

Higgins thanked Robinson for her MLA report.

Adjournment

Higgins adjourned the meeting at 8:50 p.m.