Call to Order, Roll Call, and Determination of Quorum

Gerding called the meeting to order at 7:02 p.m. in the Friends Room of the Callaway County Public Library (CCPL). Board members present were: Rosie Gerding, President; Julie Baka; Mary Ann Beahon; Susan Breyfogle; Bridget Canaday; Susan Daly; Linda Dellsperger; Mary Fennel; Tonya Hays-Martin; Michael Luebbert, Warrant Officer; Patricia Powell; Jessica Robinson, Vice President/Secretary; Jacob Thorne; and David Webber. Terry K. Higgins, Jim Jones, David McDonald, Tom Richards, and MaryEllen Sievert were absent.

Also present were Melissa Carr, Director; and Elinor Barrett, Connie Bush, Kris Farris, Melanie Henry, Pat Kopp, Karen Neely, Greg Reeves, Brandy Sanchez, Jim Smith, and Lauren Williams, DBRL staff.

Public Comment

There was no public comment.

Approval of Minutes

Gerding asked for corrections or changes to the minutes of September 10, 2009. Hearing none, she declared the minutes approved as written.

Monthly Reports

Financial Report – In response to a question about new employee background checks, Smith stated that they cost $9.00 each, and Henry added that the checks include information from both the Department of Social Services and the Missouri Highway Patrol.

Service Report – Carr explained that Columbia Rotary South donates a book to the library for each of its guest speakers. Collection Development manager Doyne McKenzie purchases a book related to the presentation topic or speaker’s area of interest, and Carr sends a note to the speaker notifying them of the donation. Carr said that the Boone County Retired Teachers Association also makes regular donations for the purchase of books in honor of members who have passed away. Carr expressed her appreciation to both of these groups.

Director’s Report – Carr announced that the Callaway County Friends donated nearly $1,700 worth of equipment to the CCPL.

Carr shared the number of positive comments she received from patrons regarding the One Read author visit and related programs.
Carr introduced new librarian Brandy Sanchez who gave a brief report on an upcoming staff development program to provide training on Web 2.0 technologies, particularly those integrated with our new virtual branch, so that staff members know how to use them and can better help patrons use these technologies.

Carr introduced librarian Connie Bush, Head of Circulation, who made a presentation on the operations of the circulation department – what she called the “heart” of the library – primarily at the Columbia Public Library (CPL). She explained that even as use of our virtual branch increases, circulation of physical materials continues to increase. She explained how her department has improved check-in and shelving standards, the roles of the department’s supervisors, and the functions of the Circulation Committee.

**Committee Reports**

Gerding reminded the board that the majority of its duties are delegated to committees, with the committees reporting back and making recommendations to the full DBRL Board. She said that over the years each committee has developed its own way of operating, but with the next two committee reports, board members will see a pattern emerging. She pointed out that the Strategic Plan, adopted in April, has overarching goals followed by objectives for achieving those goals. This evening the Evaluation Committee is presenting a Work Plan, the second part of which includes activities organized by goal found in the Strategic Plan. She stated that in this way the Director is guided to focus her time and energy moving the library toward accomplishment of its strategic goals. Similarly, the Long Range Planning Committee is presenting proposed implementation strategies for 2010, organized in the same format as the Work Plan. She added that the budget, which will be presented at the next meeting, will include funding for these strategies. Gerding suggested that the DBRL Board meetings should follow this same format, with each agenda item furthering a strategic goal. Gerding praised the board for its hard work and focus over the past two years since the defeat of the tax levy, saying that the board has made great progress and helped take the library in an exciting direction.

**Evaluation Committee** – Dellsperger reported that at its meeting on October 1, the Evaluation Committee discussed how to conduct a board self-evaluation. Webber and Richards are working on the questions and plan to use an online tool for distributing and conducting the survey. She said that there would be more information at the November meeting. Dellsperger said that the committee also discussed the Organizational Objectives and Director’s Work Plan (Work Plan). She pointed out that the first part of the Work Plan follows last year’s format, and the second part includes items relating to the Strategic Plan implementation steps. Dellsperger emphasized that the director is not expected to complete every item on the list and asked board members to keep that in mind during the evaluation process. Dellsperger then explained that the committee would like to shift the timing of the evaluation process to make it coincide with the calendar year. Carr elaborated, saying that each year the Evaluation Committee would meet shortly after the Long Range Planning Committee reviews the proposed Strategic
Plan implementation steps for the year. The Evaluation Committee would then include those implementation steps in the Work Plan for the coming year. The Director would then give a report in February on the work done during the entire previous year with the board conducting its evaluation in March or April. The process would need to include follow up to allow the addition of any items arising from the previous year’s evaluation into the current Work Plan. Carr explained that this year’s evaluation would follow the old timeframe, with the next year’s evaluation being a transition year and the 2012 evaluation being the first conducted under the calendar year format.

**ACTION:** Breyfogle moved to approve the 2009-2010 Organizational Objectives and Director’s Work Plan. Hays-Martin seconded the motion. The motion passed.

**Finance Committee** – Luebbert reported that at its September 24th meeting, the Finance Committee accepted CM Engineering’s Energy Assessment Report for staff use. The committee also approved a recommendation that staff include funds in the 2010 budget to implement five of the recommendations that have low costs and a quick recovery of those costs. The committee also approved including professional fees to investigate the other three recommendations. He stated that all of these options will be discussed again as part of the CY 2010 budget process.

**Long Range Planning Committee** – Powell reported on the committee’s meeting of September 28 to review proposed Strategic Plan implementation strategies for 2010.

**ACTION:** The Long Range Planning Committee recommends that the DBRL Board accept the 2010 implementation strategies.

Powell explained that the committee thoroughly reviewed the document created by staff and made a few changes, resulting in the list provided to the board. She noted that the document identifies those items expected to have a one-time or ongoing cost.

In response to a question about strategy 1.d., “Determine the intent and schedule for conducting the bi-annual community survey,” Carr stated that staff has talked with Chris Tatum of ETC Institute about the timing of a follow-up community survey. She said that the board and staff need to consider whether the library should do a survey six months after some of the new services are implemented to gauge their impact or if it should conduct a survey sooner to determine such things as what additional weekend hours at the SoBoCo facility might be needed. She suggested that the best timing might be late 2010 or early 2011. Robinson added that the board’s Communications Blueprint designates some questions related to the document’s measurable goals that should be included in the survey, and other questions will be repeated from the original survey to see our progress from the benchmarks indicated by that survey’s results. Carr said that staff will bring a proposed schedule back to the board after the beginning of the year, and she said this schedule will depend on how soon some of the new services and changes are implemented.
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The board discussed item 2.b., “Increase board member attendance at the annual MLA Legislative Day,” with Robinson explaining that the committee discussed whether or not to include this item and ultimately decided it was important to keep it in the document.

The motion to accept the 2010 implementation strategies passed.

Carr noted that this year’s process of using the board retreat to give the board members an early look at possible Strategic Plan implementation steps for the coming year worked very well. Members had the opportunity to hear in advance about some of the items that would appear on the list of implementation strategies, and she recommended following this same process next year.

Carr reported that in September, she and Barrett met with over 100 staff members to review the proposed implementation steps. In those meetings, staff generated some great ideas for accomplishing the steps, and staff members are very excited and appreciative that the board is willing to move forward with these expanded services. She thanked the board on behalf of the staff.

**Old Business**

**Responses to Bookmobile RFP** – Neely announced that the library received three bids by the October 13 deadline. All three experienced bookmobile providers in the USA submitted bids in response to the library’s RFP, which included 30 pages of specifications detailing desired features. Neely distributed a table comparing the three bids, explaining that the base bids were adjusted, pulling out some items from some of the bids, so that an apples-to-apples comparison could be made. She explained the “added alternates,” or additional features staff requested, as well as the design allowance options for both interior and exterior of the bookmobile. Neely said that the low bidder, OBS, was the company that provided DBRL with its large bookmobile in 2001, and that vehicle has held up well.

**ACTION:** Powell moved to approve the OBS, Inc bid for a replacement bookmobile with the recommended added alternates and design allowance at an amount not to exceed $130,179. Dellsperger seconded the motion.

In response to a question, Neely confirmed that the design allowance includes painting or some other application for the exterior of the bookmobile, and staff will work on creating the images and work with OBS on the final design. She stated that the life expectancy of the bookmobile is approximately 14 years, but we are still currently using the 1987 vehicle. In response to a question, Neely said that the engine proposed by each of the bidders is identical; it is the way the shell or body is constructed that is different. She confirmed that the bookmobile will have a diesel engine and that Niermeyer was involved in the bid review process. The motion passed.

**Coffee Kiosk Update** – Barrett announced that since receiving authorization from the board to negotiate directly for a kiosk vendor at the CPL, the library has reached an
agreement with the Patel family, proprietors of Daylight Donuts, to operate the kiosk. She highlighted differences in the Patels’ approach compared to the previous vendor, saying that the Patels propose operating the kiosk as a family business rather than staffing it with college students. They will have espresso drinks, juices, and pastries, and they are looking at providing box lunches and soups for staff, with the possibility of extending these menu items to patrons in the future. She said that the Patels plan to begin cleaning the kiosk the week of October 19, and she has asked them to attend the November board meeting to introduce themselves.

Smith reported that at the board’s direction he discussed the price of the coffee kiosk furniture and equipment with Lakota owner Skip DuCharme. The library was able to purchase the furniture and equipment at the reduced price of $6,500.

Dellsperger asked how the proposed change to the CPL lobby described in CM Engineering’s Energy Assessment report would affect the kiosk. Barrett explained that in the past staff has investigated options for controlling the temperature in the building and eliminating the wind tunnel effect that occurs when both south and north doors are open at the same time, which happens frequently due to the extremely high use of the building. Revolving doors and vestibule extensions were both explored but eventually determined to be too expensive or insufficient for solving the problem. She explained that CM Engineering suggested creating a corridor connecting the two doors that would have a single entry point into the lobby, and this would require moving the kiosk, perhaps to where the information desk is now.

Smith clarified the terms of the contract and stated that the length of the contract is for one year with the option to extend for four additional one-year terms. The contract also includes a 60-day termination clause. In response to a question, Barrett said that the Patels are not in a financial position to purchase the equipment from the library. Barrett said that the name of the kiosk will be Café Mozaki and they plan to open on or around November 2.

Construction Update – Barrett reported on a recent meeting with the contractor and engineer for the new CPL parking lot, and those parties stated that the project is on schedule. She explained that they are having some trouble pulling a permit from the city’s water and light department, but this appears to be due to a clerical error. Barrett stated that the library would like to see more progress and that the weather would likely throw off the landscaping plan a little. She anticipates the lot being ready for staff use after the first of the year.

New Business

Circulation Policy – Bush stated that the Circulation Committee recently reviewed the library’s existing policy and suggests deleting the last paragraph on page three, which relates to using the Directory of Missouri Libraries to identify patrons as reciprocal or non-resident. She explained that the State Library no longer publishes this directory, so DBRL will keep its own updated list of tax supported and privately funded libraries and
towns and counties without library service. Carr stated that we don’t have too many issues with reciprocal or non-resident patrons as we have formal or informal reciprocal agreements with all of the libraries in our area. Carr estimated that fewer than 5% of our patrons live outside of DBRL’s library districts, and the number of non-resident patrons required to pay the $40 fee is less than 30.

ACTION: Robison moved to adopt the Circulation Policy as amended. Powell seconded the motion. The motion passed.

Retirement Investment Policy – Smith explained that since the library is in the process of changing 401(k) providers, the investment policy needs to be updated to reflect the roles and responsibilities of the new parties involved. In addition to the changes presented in the document in board members’ packets, Smith said that on page two, under “Roles and Responsibilities,” LaBrunerie (the RIA) should be listed directly after the Board of Trustees throughout this section for consistency. Daly proposed several changes to the policy, including:

1. Under Part V, Selection of Investment Funds (p. 3), changing the bond rating referred to in the balanced fund asset class to B or higher;
2. Under Part VI, Investment Monitoring and Reporting (p. 4), clarifying the timing of investment monitoring, with such monitoring occurring quarterly within 30 days of the quarter’s end;
3. Under Part VII, Investment Fund Termination and Replacement (p. 5), removing the list of approaches for removing funds and stating that the fund to be terminated shall be removed, except at the discretion of the DBRL Board of Trustees.

Smith explained that the list of approaches for terminating funds was meant to provide guidelines to LaBrunerie and leave the choice of approach to them. Daly stated, and others agreed, that if it was determined that a fund should be terminated, it didn’t make sense to provide options for retaining that fund.

Daly also suggested:

4. Under Part IX, Participant Education and Communication (p. 5), indicating that employee education should occur annually.

Robinson proposed a fifth change:

5. Under Part XI, change the heading “Advice” to “Advice Considerations” for clarity.

ACTION: Daly moved to accept the DBRL Retirement Investment Policy as amended. Powell seconded the motion. The motion passed.

Public Comment

There was no public comment.
Staff Comments/Announcements

There were no staff comments.

Board Comments/Announcements

Gerdng shared trustee activities for October and November: learn something new about the library you did not know or use a service you have not previously used, and tell someone about what you learned last month or about your new experience.

Luebbert informed the board that Fulton resident Helen Danuser, who had been involved with the library for much of her life, passed away. Her memorial service is October 25. The board asked staff to add a book to the collection at CCPL in her honor.

Webber stated that the CPL received two Columbia Image Awards and asked about ways the board could mark the occasion. Carr said that some kind of social event to show the videos the judges saw had been mentioned, and she asked board members to email her with ideas. She added that this month’s packet of articles included the piece Inside Columbia magazine ran on the award nominees and winners. She said that the upcoming edition of “Your Library” contains a story about the awards as well.

Hays-Martin stated that the increased visits on Wednesdays at the CCPL due to the public schools letting kids out early was not necessarily positive, and she referenced some behavior problems she had observed on a Wednesday visit. Carr stated that CCPL staff was working to funnel kids’ behaviors into appropriate library activities, and Reeves added that Jerilyn Hahn has provided some teen gaming programming on Wednesdays for this purpose. Reeves said he has been working with staff to emphasize enforcement of the library’s rules for behavior and reminding them that it is okay to call the police when appropriate. In response to a comment, he clarified that the police had not been called recently regarding a fight at the library, but that the incident occurred across the street. Carr stated that behavior issues are not new, and staff deals with them at all facilities. She explained the use of building officers at both CCPL and CPL to provide security. Fennel said that the schools are currently reevaluating the early release on Wednesdays. Carr encouraged board members to call her if they hear of behavior or other issues at any of the library facilities.

Powell extended formal congratulations and thanks to Doyne McKenzie and Sally Abromovich, One Read program co-chairs, on another successful program.

Carr said that former board member Joyce Porter had fractured her hip and was currently at Rusk. Staff will send her mailing address to the board via email.
Adjournment

There being no further business to discuss, Gerding adjourned the meeting at 9:04 p.m.

Minutes recorded by Lauren Williams, DBRL staff.

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Board Secretary