Daniel Boone Regional Library
Minutes, Meeting of April 15, 2010

Call to Order, Roll Call, and Determination of Quorum

Gerding called the meeting to order at 6:02 p.m. in the Virginia G. Young Room of the Columbia Public Library (CPL). Board members present were: Rosie Gerding, President; Julie Baka; Susan Breyfogle; Bridget Canaday; Susan Daly; Linda Dellsperger; Tonya Hays-Martin; Terry K. Higgins; Jim Jones; Michael Luebbert, Warrant Officer; Jessica Robinson, Vice President/Secretary; MaryEllen Sievert; and David Webber. Mary Ann Beahon, Mary Fennel, David McDonald, Patricia Powell, Tom Richards and Jacob Thorne were absent.

Also present were Melissa Carr, Director; and Elinor Barrett, Marlene Gile, Melanie Henry, Marilyn McLeod, Karen Neely, Nathan Pauley, Greg Reeves, Mitzi St. John, and Jim Smith, DBRL staff. Steve Smith of Williams-Keepers was present during the first portion of the meeting.

Carr asked staff to introduce themselves, including Mitzi St. John, DBRL’s new Public Relations Manager.

Public Comment

There was no public comment.

Board President Remarks

Gerding provided comments about the concept of agency theory as it relates to the function of the audit. She explained that the director acts as an agent of the board, which is in turn an agent of the appointing bodies and the public. The director appoints a fiscal manager to carry out the financial duties, further removing the performance of financial duties from those responsible for making sure that public funds are handled appropriately. For this reason, the library hires an independent third party to perform an audit of the expenditure of library funds and to assure the board that their agents are doing the job that they have been asked to do. The board then provides this audit report to the public. She explained in brief the audit process, including tests of internal controls, and that the library received a clean audit for one more year. She stated that this indicates that the board has selected the right agents to perform fiscal duties on its behalf.

Finance Committee

2009 Audit Report – Luebbert stated the DBRL Finance Committee met just before the board meeting. They discussed the CY 2009 Audit Report and new book returns for Hallsville, Holts Summit and Columbia. Luebbert presented the following motions from the Finance Committee:

ACTION: The Finance Committee recommends that the DBRL Board accept the CY 2009 Audited Financial Statements. The motion passed.
ACTION: The Finance Committee recommends that the DBRL Board accept the Brodart Company bid for new book returns not to exceed $28,538. The motion passed.

Luebbert reported that the Finance Committee also accepted the Expenditures and Revenue by County report.

**Approval of Minutes**

Gerding asked for corrections or changes to the minutes from March 11, 2010. Hearing none, she declared the minutes approved as written.

**Monthly Reports**

**Financial Report** – Jim Smith stated that he had no comments and would be glad to answer any questions. In response to a question, Smith stated that the maximum vacation/sick time accumulation for any DBRL staff member is 960 hours. Should a staff member stay at DBRL over 25 years, half of that time would be paid out to him or her at the time of retirement. This part of the compensated absences is reported in the financial statements.

**Service Report** – In response to a question, DBRL Web Developer Nathan Pauley explained the difference between web site visits and web site hits. He stated that visits act like a door counter – how many people come through the digital branch doors. The web site hits are the number of actions a patron takes once inside the digital branch doors. Putting a book on hold and voting for a One Read book would count as two hits, but still just one visit.

**Director’s Report** – Carr thanked the board for donating their time and energy to DBRL over the last year in honor of National Volunteer Week, which is April 19 – 23.

Carr congratulated board member Susan Daly for her recent election to the Hallsville School Board.

Carr reported that earlier that day she attended a State Library videoconference update for public libraries in Missouri. She stated that at this point it looks like State Aid payments will be reduced by ten percent, and we do not expect to receive any Athletes and Entertainers (A&E) tax revenue in the coming budget year. MOREnet received a 45% reduction in their funds, which could lead to a nearly 50% increase in their fees. Missouri Senate Bill 735, which will require public libraries to adopt policies on the placement of books and other materials that are considered to be obscene or pornographic for minors, was passed within the committee. It is believed, however, that this bill will not go any further.

Car stated that DBRL staff has done a good job collecting and responding to patron comments. A report that outlines methods of collecting and reviewing patron input was included in the packet.

**DBRL’s Use of Twitter** – Pauley provided a presentation to the board on how and why DBRL uses Twitter to communicate with patrons. Twitter is a social networking site that is popular especially with teens. It is similar to text messaging in that the “tweets” are usually short and are...
posted instantly. DBRL uses Twitter to post announcements and promote services, events and programs. Twitter provides another outlet to connect and interact with DBRL patrons we may not otherwise reach.

Pauley explained how to create an account on Twitter.com and how to “follow” someone. DBRL has nearly 500 followers. He showed the board DBRL’s current page and some of the “tweets” posted recently. Current comments can be viewed at http://www.dbrl.org/twitter.

Committee Reports

Evaluation Committee – Higgins stated that the paperwork needed for the director’s evaluation will be emailed by Human Resources Manager Melanie Henry on April 16. The deadline for responses is May 3, 2010. This evaluation is for the director’s performance from July 1, 2009 - March 15, 2010. The Progress Report on DBRL Organizational Objectives and Director’s Work Plan for July 1, 2009 – March 15, 2010 was included in the packet for use in evaluating the director.

Gerding reminded the board that it is now compulsory for each board member to identify themselves and participate in the evaluation. In addition, any comment made, whether positive or negative, will be taken very seriously and the board should take that into consideration while compiling their answers.

Old Business

2010 Strategic Plan Implementation Strategies Update – Neely presented the board with a sample of the graphics that will be on the new small bookmobile. She is happy to report that the new bookmobile will be arriving ahead of schedule, April 29 rather than the beginning of June. In response to a question, St. John said that she and the PR team are currently working on the best way to introduce the new bookmobile to the public. Carr stated that due to staff scheduling, the debut will start off with staff taking the bookmobile to service clubs and to those sites currently visited by the Youth Outreach bookmobile, such as Lunch in the Park, Bear Creek, and the Blind Boone Community Center. Hays-Martin suggested that the bookmobile make an appearance at the Fulton Street Fair on June 19. Robinson suggested that the board also receive a short presentation and the chance to tour the new bookmobile to get familiar with it so they can better promote the service to the public. Carr stated that the new bookmobile will start a regular schedule in the fall of visiting day cares in the out-lying areas of Columbia and that the service will grow from there.

Barrett stated she, Carr and DBRL staff member Ronda Mitchell visited with the Holts Summit Community Betterment Association to discuss where in Holts Summit the new lockers could be placed. They have also reviewed four sites in Hallsville and will soon be conducting a community focus group to determine where in Hallsville the lockers will be the most accessible. The DBRL Board just approved purchase of new book returns, which will be the next step after establishing the locker locations.

Barrett also reported to the board that the asphalt has been laid in Parking Lot A (the North East lot) and the next steps include completing the storm water detention, installing stop signs,
parking blocks, landscaping, fencing and trash cans. Staff will paint the parking stripes. She anticipates opening the new parking lot at the beginning of May, depending on the weather. In response to a question, St. John stated that after the new lot is opened, they will focus their attention on advertising the North lot (Parking Lot B) in order to direct patrons to all the new parking spots that will be available. They will include a note in the next edition of “Your Library” and will send information to the business editors of both the Columbia Daily Tribune and the Columbia Missourian. There will also be signs going up inside the library and announcements made via the web site and Twitter.

**New Business**

There was no new business.

**Public Comment**

There was no public comment.

**Staff Comments/Announcements**

Carr reminded the board that May’s meeting will be held at the Callaway County Public Library.

**Board Comments/Announcements**

Dellsperger, as a representative of the One Read panel, stated that the three finalists for One Read have been announced and encouraged board members to cast their votes.

Luebbert thanked Jim Smith for his work on the audit. He relayed that Steve Smith had announced at the Finance Committee how fortunate the library is to have someone like Jim Smith and what a good job he did on the audit. He stated that Jim Smith only had one audit adjustment reported.

Webber reported to the board that he asked three people, Julie Baka, Jim Jones and Tom Richards, to serve on the CPL Nominating committee, with Richards as chair. Richards will be setting the first meeting at a later date.

Canaday invited the board to an event being held at the Southern Boone County Library on Friday, April 23 from 4-6 pm as part of Ashland Out Loud.

**Adjournment**

There being no further business to discuss, Gerding adjourned the meeting at 6:55 p.m.

Minutes recorded by Marlene Gile, DBRL staff.

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Board Secretary